



THE LION'S ROARMANSHIP

A METRO- GOLDWYN-MAYER PRESS BOOK

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GOOD NEWS SWEEPS NATION! PRE-SOLD!

In addition to M-G-M's advertising and promotion campaign, few pictures have ever had such penetration thru magazines and press!

LOOK MAGAZINE: "Emotional tale that starts at fever pitch and never cools down."

CORONET: "Strong conflicts. A touching film whose people are hungrily looking for love."

REDBOOK — "PICTURE OF THE MONTH."

PARENTS: "Powerful drama. Special merit award."

LOUELLA PARSONS (Nationwide): "As fine a piece of entertainment as you will see this season. What a smash M-G-M has!"

HEDDA HOPPER (Nationwide): "A smash. Holds your interest from start to finish. You can't go wrong on this one."

ERSKINE JOHNSON (Nationwide): "Has the power of 'Giant' and a quality all its own."

LOS ANGELES (Jimmy Starr in Herald-Express): "Important hit of 1960."

TRIANGLE PUBLICATIONS (Herb Stein): "A mountain of entertainment."

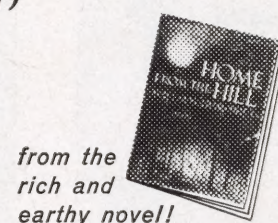
VARIETY (Typical of trade reviews): "Looms as a combination 'Peyton Place' and 'Giant.'"

"HOME FROM THE HILL"



METRO-GOLDWYN-MAYER
presents
A SOL C. SIEGEL PRODUCTION

THE HILL



from the
rich and
earthy novel!

is one of the GREAT Motion Pictures!

T H E A T R E

Ad No. 551—5 Cols. x 100 Lines (500 Lines)

NOTE: This ad is also available in 7 Cols. x 120 Lines (840 Lines). Order Ad Mat No. 701

SCENES FROM "HOME FROM THE HILL"



George Hamilton and Luana Patten are the youthful sweethearts of "Home From the Hill," in which they play co-starring roles with Robert Mitchum and Eleanor Parker. The new MGM picture is based on William Humphrey's best-seller, dealing with conflict in a Texan family. It was filmed in CinemaScope and color partly on locations in Texas and Mississippi, under the direction of Academy Award-winner Vincente Minnelli.

Still 1754-11

Home From the Hill Mat 2-A



Robert Mitchum and Eleanor Parker exchange angry words in a scene from "Home From the Hill," MGM film version of William Humphrey's best-seller, dealing with conflict in a Texan family. George Peppard, George Hamilton, Everett Sloane and Luana Patten also have leading roles in the CinemaScope and color production, filmed partly on locations in Texas and Mississippi. The picture was directed by Academy Award-winner Vincente Minnelli.

Still 1754-48 E

Home From the Hill Mat 2-B



Robert Mitchum plays the profligate husband of Eleanor Parker in "Home From the Hill," MGM film version of William Humphrey's best-seller, dealing with conflict in a Texan family. The picture was filmed in CinemaScope and color largely on locations in Texas and Mississippi, under the direction of "Oscar"-winner Vincente Minnelli.

Still 1754-77

Home From the Hill Mat 1-B



Former child actress, Luana Patten plays a co-starring role with Robert Mitchum and Eleanor Parker in "Home From the Hill," MGM film version of William Humphrey's best-seller, dealing with conflict in a Texan family. The picture was filmed in CinemaScope and color largely on locations in Texas and Mississippi, under the direction of "Oscar"-winner Vincente Minnelli.

Still Luana Patten—3939

Home From the Hill Mat 1-E

ROBERT MITCHUM, ELEANOR PARKER AND YOUNG NEWCOMERS, IN STAR-MAKING ROLES, SEEN IN MGM'S "HOME FROM THE HILL"

"Home From the Hill" is a powerful drama of a divided family, of a youthful love affair and of the emotional conflict involved in the status of an illegitimate son.

The Metro-Golwyn-Mayer picture, in CinemaScope and color, is based on the best-seller and Book-of-the-Month Club selection by William Humphrey. Its cast is headed by Robert Mitchum and Eleanor Parker, with co-starring roles played by George Peppard, George Hamilton, Everett Sloane and former child actress Luana Patten. Peppard scored on Broadway in "The Pleasure of His Company" before coming to Hollywood; Hamilton has made only one previous motion picture, the prize-winning "Crime and Punishment, U.S.A."

"Home From the Hill" was directed by Vincente Minnelli, who won an Academy Award for "Gigi." The new drama was filmed on an ambitious scale on locations in the picturesque hunting

country of Texas and Mississippi.

It tells the story of Capt. Wade Hunnicutt (Robert Mitchum), his wife, Hannah (Eleanor Parker), their son, Theron (George Hamilton) and the backwoods boy, Rafe (George Peppard).

Leading landowner of a small Texan town, Hunnicutt's fame as a fearless hunter is exceeded only by his reputation as a chaser after women. Disillusioned soon after their marriage, Hannah has consented to remain in her husband's house only on condition that she be given sole charge of Theron's upbringing. But as the boy grows into manhood he comes to idolize his father, a devotion and respect furthered when the latter teaches him to shoot and encourages him to track down and kill a ferocious wild boar — one of the most thrilling sequences ever depicted on the screen.

It is when the love affair between Theron and Libby Halstead (Luana Patten) is broken up by the girl's father that Theron is given an acute realization of Hunnicutt's notoriety. Following a family quarrel, he learns

for the first time that his close friend, Rafe, is his half-brother, unacknowledged by Hunnicutt—an acknowledgment that Rafe yearns to hear.

The story is brought to a crisis when Libby tells her family that she is going to have Theron's baby. It is a crisis marked by murder and retribution, in which each of the drama's leading characters follows his and her destined course.

Although primarily an engrossing emotional drama, "Home From the Hill" is lightened with both festive and amusing scenes, among them one, early in the story, in which the seventeen-year-old Theron, too shy to ask Libby for a date, employs the more experienced Rafe as a substitute suitor. The scenes between the young lovers in their attic trysting hideaway are delightful and there is a festive episode in the gala barbecue and dancing party held in celebration of the victorious boar hunt.

A Sol C. Siegel Production, "Home From the Hill" was produced by Edmund Grainger. The screen play is by Harriet Frank, Jr. and Irving Ravetch.

BRIEF SUMMARY

Robert Mitchum and Eleanor Parker head the cast of Metro-Goldwyn-Mayer's "Home From the Hill," with co-starring roles played by George Peppard, George Hamilton, Everett Sloane and Luana Patten. Peppard and Hamilton are two of the screen's most promising newcomers; former child actress Luana Patten has emerged as a leading young dramatic star.

The powerful emotional drama of a divided family in a small Texan town, in which the sins of the father bring about tragic consequences in the lives of the other members of the family, is based on the best-seller novel and Book-of-the-Month Club selection by William Humphrey.

The picture was filmed in CinemaScope and color on an ambitious scale on locations in the cotton-growing and hunting country of Mississippi and Texas, with one of its thrilling episodes depicting a wild boar hunt.

A Sol C. Siegel Production, "Home From the Hill" was directed by Vincente Minnelli, Academy Award-winning director of "Gigi" and "Some Came Running." It was produced by Edmund Grainger from a screen play by Harriet Frank, Jr. and Irving Ravetch.

BOAR BARBECUE, WITH SQUARE-DANCING, FESTIVE "HOME FROM THE HILL" SCENE

Roasting a bore is a favorite international indoor sport, but in Hollywood they take it literally. Not, however, before changing the spelling and moving the sport outdoors.

Which leads up to one of the biggest boar roasts ever shown in a movie. One of the highlight scenes of "Home From the Hill," Metro-Goldwyn-Mayer film version of William Humphrey's best-selling novel, in CinemaScope and color, the sequence not only depicted the boar barbecue but also set Robert Mitchum, co-starred with Eleanor Parker, to dancing.

A dancing Bob Mitchum is something rare, and so was the boar which, despite all rumors, is tough to find in Hollywood. Actually, three wild boars were used for the picture, each weighing around 450 pounds.

In the story, Mitchum's son, played by George Hamilton, hunts down and kills the biggest boar in Texas. Proud of the boy's feat, his father invites the town to celebrate at the barbecue.

As preparations were made to film

the scene, Director Vincente Minnelli called Mitchum into a square-dance circle. "Let's see how high you can step," he said.

"Just keep those cameras turning," said Mitchum, "and I'll show you."

When the square-dancers got going, so did Mitchum. He and his partner, a sweet-faced, plump, brunette, outstepped the best of them, with Mitchum never losing a beat.

The scene went off as smoothly as the Southern talk. "Where did you learn to dance like that?" asked Minnelli.

"Just comes natural," shrugged Mitchum.

Then, as the director turned to the star's partner to compliment her, Mitchum put his finger to his lips, but too late. The dancing lady explained that she was Melissa Ten Eyck, former member of the internationally famous dance team of Ten Eyck and Weily. The team starred on Broadway in the 1920's for the Shuberts.

"I sure can pick 'em," laughed Mitchum.

LEARNED TO TALK "SWEET SOUTHERN"

Robert Mitchum, Eleanor Parker, George Peppard, George Hamilton and Luana Patten had to learn to talk "sweet Southern" for their roles in Metro-Goldwyn-Mayer's "Home From the Hill," drama of a small town Southern family.

Marguerite Lampkin, Hollywood's expert on the Southern accent, coached the members of the cast in slurring their "r's." Miss Lampkin, sister of Broadway playwright Speed Lampkin, previously filled this capacity for Elizabeth Taylor and Paul Newman when they teamed in "Cat On a Hot Tin Roof."

"Home From the Hill," based on the best-selling novel by William Humphrey, was directed by Academy Award-winner Vincente Minnelli. It is in CinemaScope and color.

Paris Won't Let Go Of Dir. Vincente Minnelli

Director Vincente Minnelli can't keep away from Paris — i.e. "An American in Paris" — "Gigi" (set in Paris) — and, now, his new Metro-Goldwyn-Mayer picture, "Home From the Hill," for which location scenes were filmed in — Paris, Texas!

THE ADDITIONAL SCENE AND PLAYER MATS, SHOWN IN THE COMPLETE CAMPAIGN MAT ON ANOTHER PAGE, MAY BE ORDERED SINGLY.

CHILD STAR LUANA PATTEN GROWS UP

Luana Patten is making her screen comeback — at the age of twenty-one. Her retirement lasted four years, just long enough for her to graduate from high school and to make up her mind whether she wanted to go to college or return to the acting career which she had begun when she was five years old.

Acting won out, and Luana recently returned to Metro-Goldwyn-Mayer, where she once hoppedscotched around the lot with Butch Jenkins. Her current film mates are two star-bound young actors, George Peppard and George Hamilton, with whom she shares co-star billing in MGM's "Home From the Hill," starring Robert Mitchum and Eleanor Parker.

"Although I appeared in 'Rock, Pretty Baby,' and 'The Restless Years' prior to this film, it gives me my first adult role," Miss Patten points out. "In the other pictures I played a typical teen-ager."

SHE'S FAVORITE "MA"

Anne Seymour is getting to be show business' favorite "mother." The actress scored on Broadway as Franklin Roosevelt's mother in "Sunrise at Campbello," came to Metro-Goldwyn-Mayer to portray Luana Patten's mother in "Home From the Hill," and stayed on to play George Peppard's mama in "The Subterraneans."

OH, TO BE NINETEEN!

After George Hamilton spent the morning on the set of Metro-Goldwyn-Mayer's "Home From the Hill" in a dinner scene with his screen parents, Robert Mitchum and Eleanor Parker, in which he had to eat SEVEN orders of roast beef before it was completed, the young film newcomer walked into the studio commissary and ordered lunch — a huge plate of enchilladas!

MGM HAS IMPORTANT NEW HOLLYWOOD STAR IN GEORGE PEPPARD

George Peppard, a newcomer to Hollywood, is a broad-shouldered young man with a shock of fair hair, a brief but successful Broadway background and a determination to be a fine actor.

In his first important film role as a young Texan in Metro-Goldwyn-Mayer's "Home From the Hill," in which he has a role of equal importance to those of such established names as Robert Mitchum and Eleanor Parker, he emerges as a strong new acting personality.

Two-hundred and twenty-one preview cards rated him "a new star." Others demanded: "More Peppard."

Peppard became an actor after his graduation from Purdue University, making his stage debut at the Pittsburgh Playhouse.

"At that time, acting was only part of my life," he says. "I had to earn a living at whatever I could, and I worked as a block mason, construction laborer, fencing instructor, janitor, bank clerk, building contractor and radio announcer."

Radio led him to New York and to the Actors' Studio, after which he appeared in summer stock for several seasons. His Broadway debut with Shelley Winters in "Girls of Summer" won him fine critical notices, and so did his TV performance with Julie Harris in "Little Moon of Alban." Last season, he clinched his title as an outstanding acting newcomer with his performance as the young romantic of "The Pleasure of His Company."

Before his stage stardom could jell, he left the hit play for his film role as Rafe in "Home From the Hill." It was a premeditated step. His stage contract stipulated that he be free to leave the play as soon as MGM was ready to put "Home From the Hill" before the cameras.

"Sol C. Siegel, head of the studio, had outlined the script to me and I knew that this was an opportunity that I shouldn't miss. It represented a fine story and a strong role in the company of actors whom I respected and under the direction of Vincente Minnelli. Moreover, MGM Producer Arthur Freed also had a role ready for me opposite Leslie Caron in his film version of Jack Kerouac's 'The Subterraneans.'"

As a result of his work in these two pictures, Peppard now has a term contract with Metro-Goldwyn-Mayer in his pocket.

HERO OF EXCITING WILD BOAR HUNT!



An exhausted but happy George Hamilton, holding the tail of the ferocious wild boar he has just shot, smiles up at his proud father, Robert Mitchum, as George Peppard looks on. The scene is from "Home From the Hill," MGM film version, in CinemaScope and color, of the best-selling novel. Also starred are Eleanor Parker, Everett Sloane and Luana Patten, under the direction of Academy Award-winner Vincente Minnelli. The exciting boar hunt was filmed on location in Texas.

Still 1754-107

Home From the Hill Mat 2-F

"HOME FROM THE HILL" PAVES WAY TO STARDOM FOR THREE YOUNG PLAYERS

"Stars contemporary with the times is the hypo needed by the theatre box office."

Such is the opinion of Edmund Grainger, Hollywood producer who has been in the motion picture industry from his days as an office boy for Goldwyn Pictures, through his years as a salesman for the same company and for Fox Film Corporation, until today, when he is one of Metro-Goldwyn-Mayer's busiest producers.

"New talent is like the weather," he says. "Everyone talks about it, yet few do anything about it. I am happy to say that MGM is one of the movie companies which are giving talented newcomers a break."

In "Home From the Hill," produced by Grainger, three young players, George Peppard, George Hamilton and Luana Patten, have roles of equal importance to those of the picture's stars, Robert Mitchum and Eleanor Parker.

"Young talent needs the assurance of security," Grainger states. "That is why we put these youngsters in a cast with established stars. It is one way of giving them confidence in themselves as well as indoctrinating the public into accepting unknown personalities. Our responsibility is to get an audience into the theatre, then present potential stars whom they will be eager to see again and again."

The producer admits that grooming takes time.

"There are a number of young actors and actresses at MGM who are learning the background of the business and who may well be the stars of tomorrow. There are Denny Miller, the new Tarzan, Joanna Barnes, Carmen

Phillips, Gustavo Rojo, Cesare Danova, Bill Smith, Ralph Taeger, Maggie Pierce, Alfredo Sadel, Johnny Brennan. It's up to the producer to place them in roles strong enough to catch the attention of the audience. We must whet the public's interest."

Others at MGM are equally active in respect to using new talent. Following completion of his role in "Home From the Hill," George Peppard was selected by Producer Arthur Freed for the male lead opposite Leslie Caron in "The Subterraneans." George Hamilton went from "Home From the Hill" into a cast of young stars in MGM's "All the Fine Young Cannibals," produced by Pandro S. Berman. Berman will also introduce fifteen "fresh faces" in "The Secret Classroom."

"This is as it should be," Grainger declares. "All will be important MGM productions with seasoned directors. Vincente Minnelli, this year's Academy Award winner, guided our young people in 'Home From the Hill,' an unparalleled break for them. This will be the policy on MGM's youth campaign. But each production will be topped by stellar names. This is our bait to get audiences into the theatre."

"The new stars will, we hope, keep them coming back."

GEORGE HAMILTON, NEW SCREEN FIND, STARTS CAREER WITH A ROLLS-ROYCE!

As serious about acting as only a twenty-year-old can be, George Hamilton declares, "Being a movie star is also a way of life and I plan to make it mine."

Playing a role in Metro-Goldwyn-Mayer's "Home From the Hill" as important as that of stars Robert Mitchum and Eleanor Parker, has brought Hamilton unexpected notice from Hollywood. He has appeared in only one previous picture. This was as the young murderer in "Crime and Punishment, U.S.A.," a film in which he was before the camera in every scene.

Two weeks after signing his MGM contract, young Hamilton bought his first Hollywood car.

"A Rolls Royce," he beams, then hastens to add, "1939 model. It was originally made for the King and Queen of England."

When he arrived in Hollywood a little more than a year ago, he brought with him twenty suits, including four complete sets of formal wear, his tennis racket, polo mallets, books on bullfighting, records and a money order from his mother, former Southern belle Anne Stephens. The money order was for new clothes.

"Blue jeans are for the woods," he contends. "At prep school, we were taught to dress appropriately for every occasion. It was the same at home. I see no reason to discard my good clothes for a sweat shirt and dirty cords."

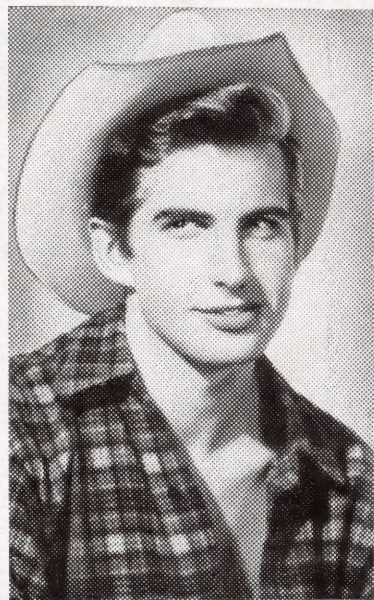
Hamilton, a handsome, dark-haired youth standing 6' 1", has never had a dramatic lesson in his life. He came to Hollywood on the advice of a family friend, Mae Murray.

"I gave myself one year to make good," he says. "I decided that if I

Snipe Isn't Whistle-Bait

A comedy scene in MGM's "Home From the Hill" has young George Hamilton made the innocent victim of a hoax when mischievous members of a Texas hunting community send him out on a "snipe hunt." They leave him in the woods, where he is instructed to blow a whistle to which the snipe supposedly will be attracted. Naturally, he is made to look a complete fool.

"No wonder," commented Hamilton at the end of the scene in which he had blown his whistle until red in the face, "a snipe is not exactly my idea of whistle-bait!"



MGM's new "find," 19-year-old George Hamilton, co-stars with Robert Mitchum and Eleanor Parker as their son in "Home From the Hill," film version of William Humphrey's best-seller, dealing with conflict in a Texan family. Hamilton's only previous movie role was as the lead in the prize-winning "Crime and Punishment, U.S.A." He is hailed as one of the screen's most exciting newcomers.

Still 1754-70

Home From the Hill Mat 1-A

failed I would return to Rollins College and complete my education."

Before the year was up, he had won his break in "Crime and Punishment, U.S.A.," and was vacationing in Venezuela, when his agent cabled him to hurry back to MGM for the role of Robert Mitchum's son in "Home From the Hill." He arrived back just four hours before he was due on the set for his first day's work.

Speaking of work, Hamilton says, "I guess you could say I act on instinct. It's really the director whom I study. Vincente Minnelli directed 'Home From the Hill,' so I was very lucky. The role of this boy in the story is a complex one. I have to develop from an idealistic seventeen-year-old mama's boy into a crack woodsman who is a pride to his father, the BIG man of Texas. Then I emerge as an adult, still a boy in years but one with his illusions shattered."

Following completion of "Home From the Hill," the young actor was cast as Natalie Wood's husband in MGM's "All the Fine Young Cannibals." He is next slated for the starring role in an outside picture deal, after which he will return to Metro for the new Joe Pasternak production, "Where the Boys Are."

When the work day in front of the camera is over, Hamilton is ready to enjoy the life of a youngster who likes dancing, horses, bullfighting, polo, tennis, swimming, dating — the life of a potential Hollywood movie star.

Boar in 'Home From Hill' Proves To Be True Ham

During filming of Metro-Goldwyn-Mayer's "Home From the Hill," a 600-pound boar, used in the picture's exciting boar hunt sequence, went berserk. The animal broke through its cage, ran riot over Lot 3, managed to "tree" Director Vincente Minnelli, actors George Hamilton, George Peppard and the majority of the crew, then landed meekly on a \$65,000 camera, before being captured. Like the true ham he is, "on camera" he felt right at home!

Guinn "Big Boy" Williams completed his 40th year in motion pictures and plays his 401st movie role in MGM's "Home From the Hill." The veteran has played with every big-name star. In the new picture he appears with Robert Mitchum and Eleanor Parker.



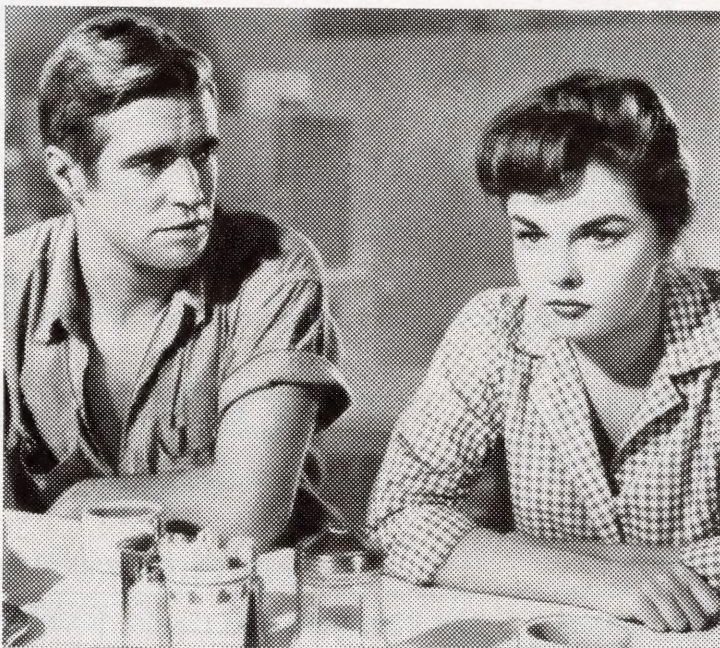
George Peppard and Luana Patten co-star with Robert Mitchum and Eleanor Parker in MGM's "Home From the Hill," film version of William Humphrey's best-selling novel of conflict in a Texan family. The picture was filmed in CinemaScope and color largely on locations in Texas and Mississippi, under the direction of Academy Award-winner Vincente Minnelli.

Still 1754-84

Home From the Hill Mat 1-D

"Props" in This Movie Scene Worth \$13,000,000

THIRTEEN MILLION DOLLARS worth of "props" decorated the set used for the final day's filming in Greenwood, Miss., for Metro-Goldwyn-Mayer's "Home From the Hill." The sequences took place in the Greenwood Cotton Compress and Storage Co., with Vincente Minnelli directing Robert Mitchum and George Hamilton in cotton loading scenes. The company has a capacity of 75,000 bales of cotton and estimates that at full capacity the bales are worth close to 17 million dollars. But the capacity quota was not quite filled when the Hollywood company filmed there and the bales of cotton which decorated the scene were worth less — a mere \$13,000,000!



A desperate Luana Patten tells George Peppard that she has got to get married in this scene from "Home From the Hill," MGM film version of the best-seller by William Humphrey, dealing with conflict in a Texan family, Robert Mitchum and Eleanor Parker head the cast of the CinemaScope and color production, filmed partly on locations in Texas and Mississippi, and directed by Academy Award-winner Vincente Minnelli.

Still 1754-49 E

Home From the Hill Mat 2-C

INTRODUCING A NEW PRESS-BOOK IDEA TO HELP YOU PLAN YOUR CAMPAIGN

- 1. There are three different campaigns in this pressbook:
(a) "BIG TITLE" ADS; (b) "CHARACTER" ADS; and (c) "STORY" ADS.
- 2. Each campaign is presented as a unit.
- 3. Illustrated below are suggested insertion schedules of approximately 2000, 1500 and 1000 Lines each, stressing each campaign.
- 4. Exhibitors who may wish to make up their own campaign with ads selected from each category will find the ads are easily interchangeable.

"BIG TITLE" ADS

Based on Thursday Opening

2000 LINE CAMPAIGN	1500 LINE CAMPAIGN	1000 LINE CAMPAIGN
Ad # 352—300 Lines (3x100) SUNDAY PRE OPENING	Ad # 2002—194 Lines (2x97) SUNDAY PRE OPENING	Ad # 2002—194 Lines (2x97) SUNDAY PRE OPENING
Ad # 251—50 Lines (2x25) MONDAY PRE OPENING	Ad # 2003—110 Lines (2x55) TUESDAY PRE OPENING	Ad # 253—50 Lines (2x25) TUESDAY PRE OPENING
Ad # 2001—150 Lines (2x75) TUESDAY PRE OPENING	Ad # 350—400 Lines (3x133) WEDNESDAY DAY BEFORE	Ad # 351—350 Lines (3x117) WEDNESDAY DAY BEFORE
Ad # 551—500 Lines (5x100) WEDNESDAY DAY BEFORE	Ad # 452—800 Lines (4x200) THURSDAY OPENING DAY	Ad # 551—500 Lines (5x100) THURSDAY OPENING DAY
Ad # 550—1000 Lines (5x200) THURSDAY OPENING DAY		
TOTAL 2000 Lines	TOTAL 1504 Lines	TOTAL 1094 Lines

"CHARACTER" ADS

Based on Thursday Opening

2000 LINE CAMPAIGN	1500 LINE CAMPAIGN	1000 LINE CAMPAIGN
Ad # 309—350 Lines (3x117) SUNDAY PRE OPENING	Ad # 208—200 Lines (2x100) SUNDAY PRE OPENING	Ad # 207—100 Lines (2x50) SUNDAY PRE OPENING
Ad # 209—56 Lines (2x28) MONDAY PRE OPENING	Ad # 110—100 Lines (1x100) TUESDAY PRE OPENING	Ad # 111—50 Lines (1x50) TUESDAY PRE OPENING
Ad # 208—200 Lines (2x100) TUESDAY PRE OPENING	Ad # 411—500 Lines (4x125) WEDNESDAY DAY BEFORE	Ad # 308—336 Lines (3x112) WEDNESDAY DAY BEFORE
Ad # 406—672 Lines (4x168) WEDNESDAY DAY BEFORE	Ad # 509—750 Lines (5x150) THURSDAY OPENING DAY	Ad # 411—500 Lines (4x125) THURSDAY OPENING DAY
Ad # 508—800 Lines (5x160) THURSDAY OPENING DAY		
TOTAL 2078 Lines	TOTAL 1550 Lines	TOTAL 986 Lines

"STORY" ADS

Based on Thursday Opening

2000 LINE CAMPAIGN	1500 LINE CAMPAIGN	1000 LINE CAMPAIGN
Ad # 206—200 Lines (2x100) SUNDAY PRE OPENING	Ad # 206—200 Lines (2x100) SUNDAY PRE OPENING	Ad # 206—200 Lines (2x100) SUNDAY PRE OPENING
Ad # 110—100 Lines (1x100) MONDAY PRE OPENING	Ad # 207—100 Lines (2x50) TUESDAY PRE OPENING	Ad # 111—50 Lines (1x50) TUESDAY PRE OPENING
Ad # 307—400 Lines (3x133) TUESDAY PRE OPENING	Ad # 607—600 Lines (6x100) WEDNESDAY DAY BEFORE	Ad # 370—345 Lines (3x115) WEDNESDAY DAY BEFORE
Ad # 420—616 Lines (4x154) WEDNESDAY DAY BEFORE	Ad # 410—640 Lines (4x160) THURSDAY OPENING DAY	Ad # 407—472 Lines (4x118) THURSDAY OPENING DAY
Ad # 410—640 Lines (4x160) THURSDAY OPENING DAY		
TOTAL 1956 Lines	TOTAL 1540 Lines	TOTAL 1067 Lines

METRO
GOLDWYN
MAYER
presents
A SOL C. SIEGEL
PRODUCTION



*Whenever you talk about memorable
motion pictures you will recall this one.
For the truth of its rich, earthy story and
the power of those who lived it, will be
remembered when others are forgotten!*

“HOME

FROM

THE

HILL”



is one of the GREAT Motion Pictures!

T H E A T R E

Ad No. 355—3 Cols. x 180 Lines (540 Lines)

NOTE: This ad also available in 4 Cols. x 200 Lines (800 Lines)

Order Ad No. 452

“BIG
TITLE”
ADS

METRO-GOLDWYN-MAYER
presents
A SOL C. SIEGEL PRODUCTION

“HOME
FROM THE
HILL”

*When
you
talk
about
the
great
ones...
you
will
talk
about
this
one!*



FROM THE PAGES OF THE
RICH AND EARTHY NOVEL

T H E A T R E

Ad No. 2002—2 Cols. x 100 Lines (200 Lines)

METRO-GOLDWYN-MAYER
presents

A SOL C. SIEGEL Production



Whenever you speak of great motion pictures

“HOME

you will speak of this one. For as long as you

FROM

live you will remember the truth of its story

THE

and the power of the people that live it.

HILL”



From the
rich and
earthy novel!



W. H. L. B. T.

T H E A T R E

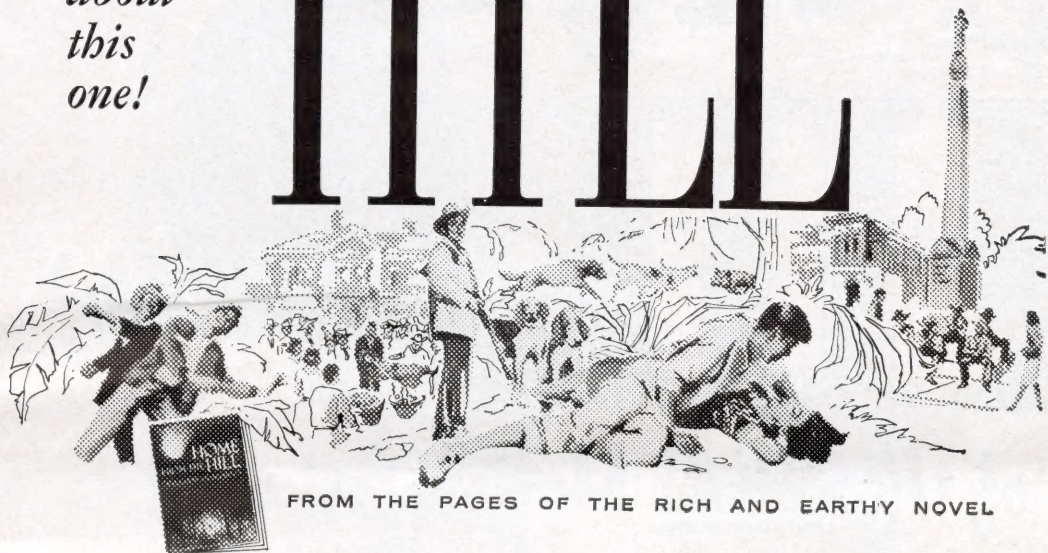
Ad No. 550—5 Cols. x 200 Lines (1000 Lines)

NOTE: This ad also available in 3 Cols. x 117 Lines (350 Lines). Order Ad Mat No. 351

METRO-GOLDWYN-MAYER
presents
A SOL C. SIEGEL PRODUCTION

"HOME FROM THE HILL"

*When
you
talk
about
the
great
ones...
you
will
talk
about
this
one!*



FROM THE PAGES OF THE RICH AND EARTHY NOVEL

T H E A T R E

Ad No. 350—3 Cols. x 133 Lines (400 Lines)

IT'S YOUR BIG EVENT!

**ACADEMY
AWARDS**

MON. NIGHT, APRIL 4th

*Every day in everyway tell the folks to tune in!
Use lines like this in your ads and on house front!*

**"COMING! 'OSCAR' NIGHT, MON., APRIL 4th!
SEE THE ACADEMY AWARD WINNERS!"**

METRO-
GOLDWYN-
MAYER
presents
A SOL C. SIEGEL
PRODUCTION

HOME FROM THE HILL



is one of the **GREAT**
Motion Pictures!



T H E A T R E

Ad No. 1001
1 Col. x 100 Lines

NOTE: This ad also available in 4 Cols. x 200 Lines (800 Lines)
Order Ad Mat No. 453

METRO-GOLDWYN-MAYER presents A SOL C. SIEGEL PRODUCTION

HOME FROM THE HILL

*When you talk about the
GREAT Motion Pictures you
will talk about this one!*



T H E A T R E

Ad No. 2001—2 Cols. x 75 Lines (150 Lines)

METRO-GOLDWYN-MAYER
presents



A SOL C. SIEGEL
PRODUCTION

HOME FROM THE HILL

When you talk
about the GREAT
Motion Pictures
you will talk
about this one!



T H E A T R E

Ad No. 1002
1 Col. x 75

METRO-GOLDWYN-MAYER
presents
A SOL C. SIEGEL PRODUCTION

HOME FROM THE HILL

is one of the GREAT
Motion Pictures!



T H E A T R E

Ad No. 1003
1 Col. x 50 Lines

METRO
GOLDWYN
MAYER
presents
A
SOL C. SIEGEL
Production

HOME FROM THE HILL



is one of the GREAT Motion Pictures!

T H E A T R E

Ad No. 451—4 Cols. x 125 Lines (500 Lines)

NOTE: This ad also available in 3 Cols. x 100 Lines (300 Lines). Order Ad Mat No. 352

When you talk about
GREAT ENTERTAINMENT
you will talk about

“HOME FROM THE HILL”

Ad No. 251—2 Cols. x 25 Lines (50 Lines)

When you talk about
GREAT SCREEN STORIES
you will talk about

“HOME FROM THE HILL”

Ad No. 253—2 Cols. x 25 Lines (50 Lines)

When you talk about
GREAT MOTION PICTURES
you will talk about

“HOME FROM THE HILL”

Ad No. 250—2 Cols. x 25 Lines (50 Lines)

When you talk about
GREAT PERFORMANCES
you will talk about

“HOME FROM THE HILL”

Ad No. 252—2 Cols. x 25 Lines (50 Lines)

"CHARACTER" ADS

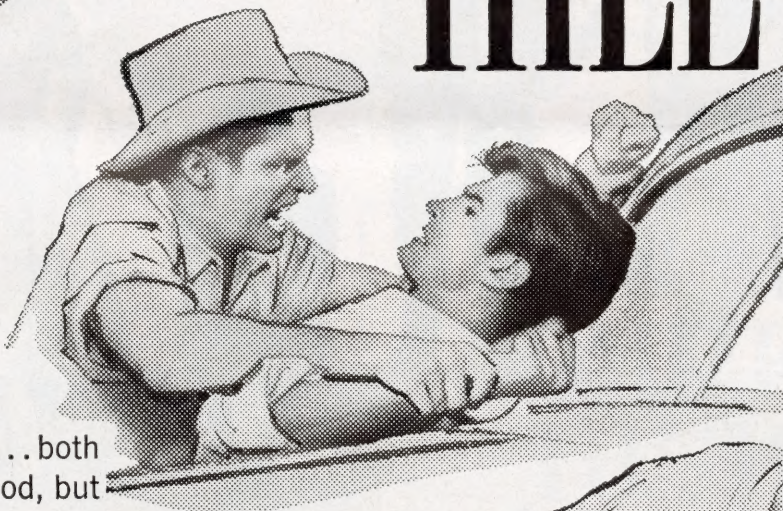


When you talk about the great ones,
you'll talk about...

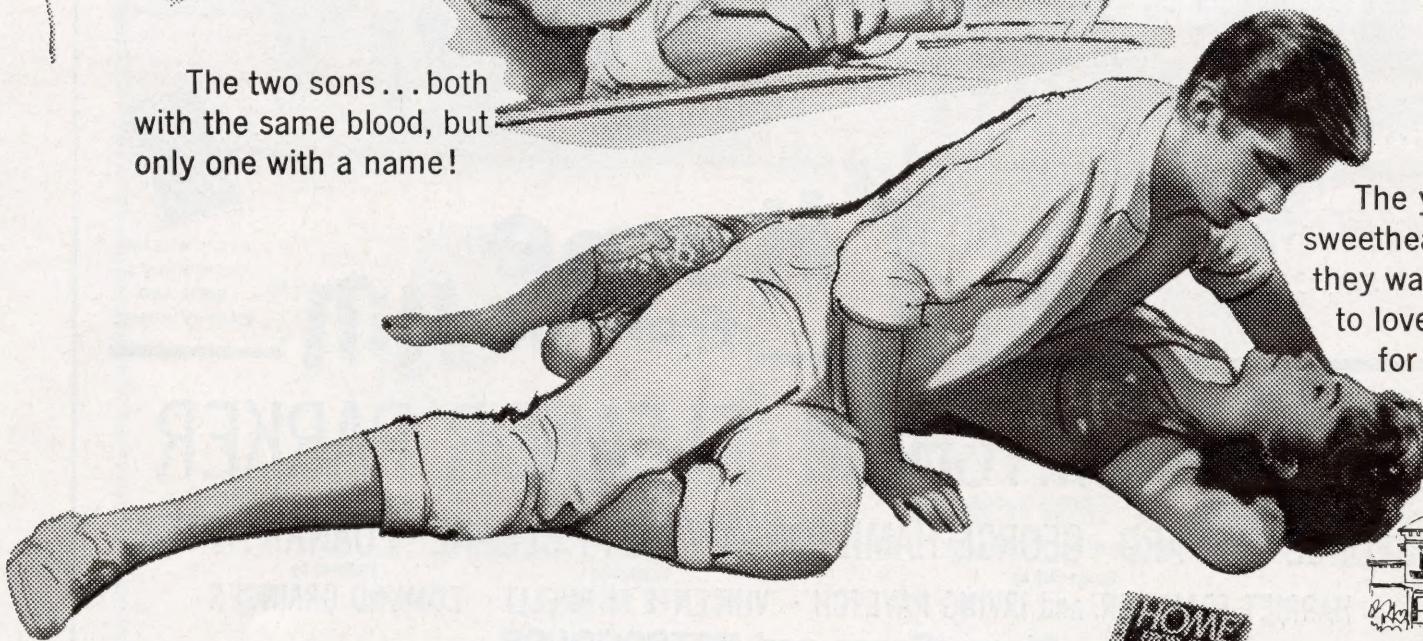
HOME from the HILL



The philandering
father...and the
wife who
was kissless since
her wedding night!



The two sons...both
with the same blood, but
only one with a name!



The young
sweethearts...
they wanted so much
to love but must pay
for sins not
their own!

METRO-GOLDWYN-MAYER
presents
A SOL C. SIEGEL PRODUCTION
in COLOR

T H E A T R E

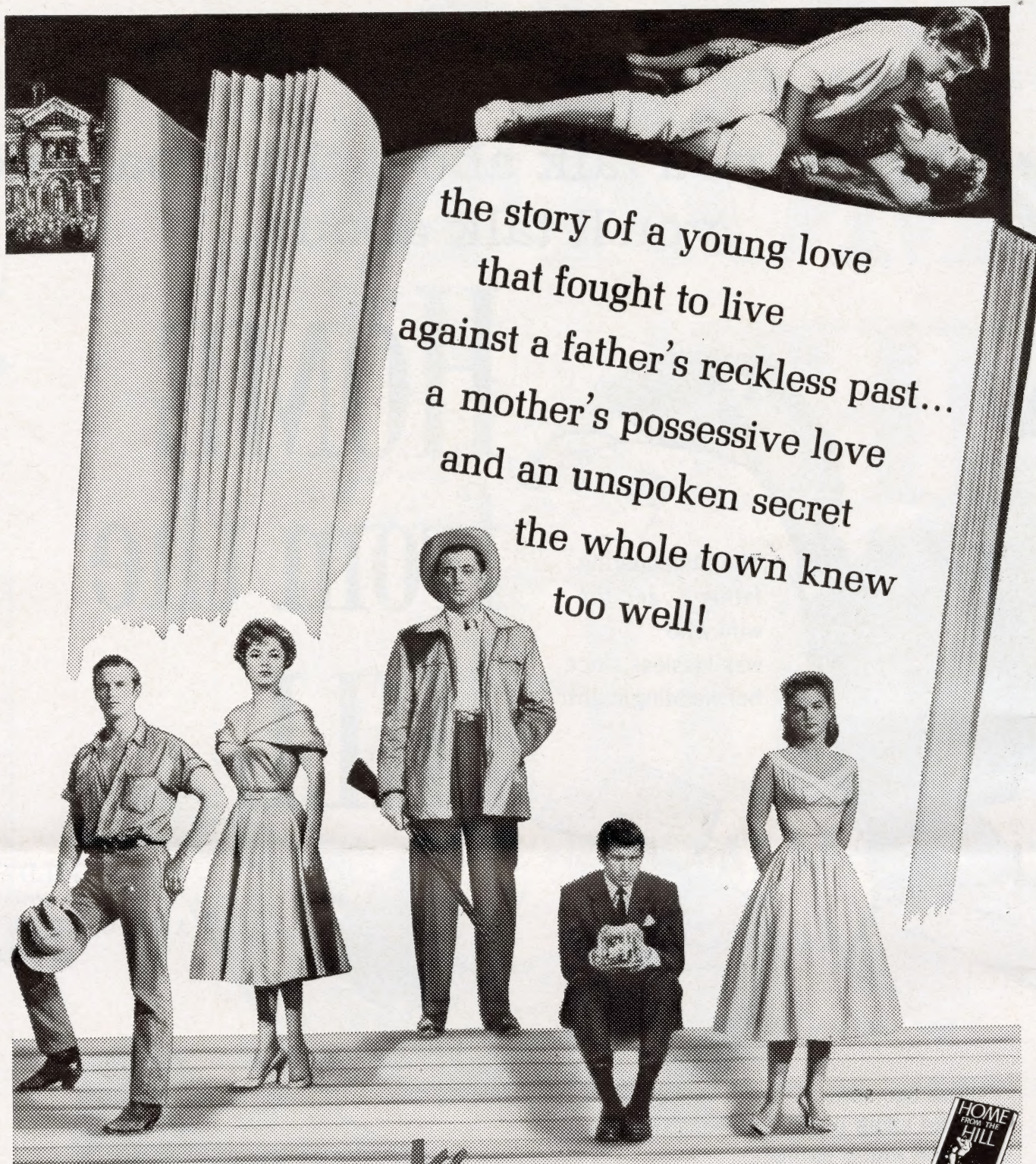


FROM THE
PAGES OF
THE RICH
AND EARTHY
NOVEL



Ad No. 509—750 Lines (5 Cols. x 150 Linse)

FOR GOOD-OR BAD-EVERY TOWN HAS ITS "FIRST" FAMILY
 Here it was the Hunnicutts...last of their lusty kind!



METRO-GOLDWYN-MAYER
 Presents
 A SOL C. SIEGEL PRODUCTION



Home from the Hill



FROM WILLIAM
 HUMPHREY'S
 RICH AND
 EARTHY NOVEL

Starring
ROBERT MITCHUM · ELEANOR PARKER

Co-starring
GEORGE PEPPARD · GEORGE HAMILTON · EVERETT SLOANE · LUANA PATTEN

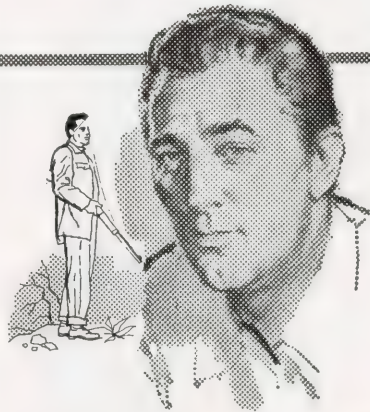
Screen Play by
 HARRIET FRANK, JR. and IRVING RAVETCH · Directed by
 VINCENTE MINNELLI · Produced by
 EDMUND GRAINGER

CinemaScope and METROCOLOR

T H E A T R E

Ad No. 406—672 Lines (4 Cols. x 168 Lines)

These are the people who
make "Home From The Hill"
one of the GREAT pictures!



Captain Wade

*He'd cross any
man's fences when
hunting—either
game, or a woman!*

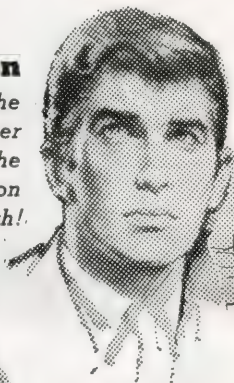


Hannah

*She had a lock on
her heart and her
bedroom door—but
not on her hate!*

Theron

*He followed the
trail his father
blazed until he
stumbled upon
the truth!*



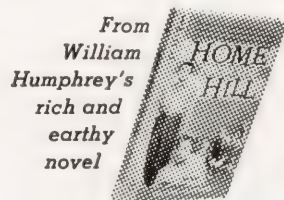
Rafe

*He had the
Hunnicutt blood
—but not the
name—nor
the money!*



Libby

*She needed love
and a husband—
and wasn't too
proud to beg
for either!*



*From
William
Humphrey's
rich and
earthy
novel*

T H E A T R E

METRO-GOLDWYN-MAYER PRESENTS
A SOL C. SIEGEL PRODUCTION

**HOME FROM
THE HILL**

STARRING

**ROBERT MITCHUM
ELEANOR PARKER**

Co-Starring

**GEORGE PEPPARD • GEORGE HAMILTON • EVERETT SLOANE,
LUANA PATTEN**

Screen Play by **HARRIET FRANK, Jr. and IRVING RAVETCH**

Directed by **VINCENTE MINNELLI** • Produced by **EDMUND GRAINGER**

CINEMASCOPE and METROCOLOR

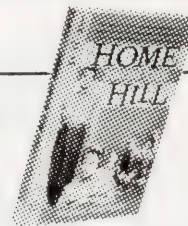
Ad No. 421—616 Lines (4 Cols. x 154 Lines)

These are the people who
make "Home From The Hill"
one of the GREAT pictures!



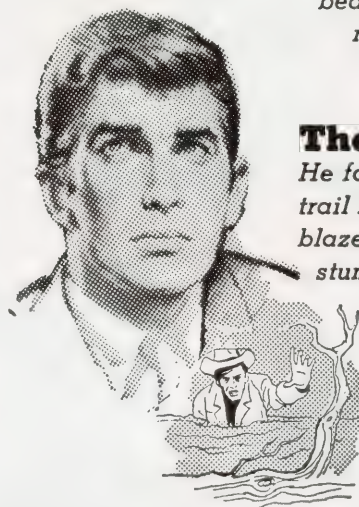
Captain Wade

*He'd cross any
man's fences when
hunting—either
game, or a woman!*



Hannah

*She had a lock on
her heart and her
bedroom door—but
not on her hate!*



Theron

*He followed the
trail his father
blazed until he
stumbled upon
the truth!*



Rafe

*He had the
Hunnicut blood
—but not the
name—nor
the money!*



Libby

*She needed love
and a husband—
and wasn't too
proud to beg
for either!*



METRO-GOLDWYN-MAYER

PRESENTS

A SOL C. SIEGEL PRODUCTION

HOME FROM THE HILL

Starring

ROBERT MITCHUM • ELEANOR PARKER

Co-Starring

GEORGE PEPPARD • GEORGE HAMILTON • EVERETT SLOANE • LUANA PATTEN

Screen Play by

HARRIET FRANK, Jr. and IRVING RAVETCH

Based On the Novel by

WILLIAM HUMPHREY

Directed by

VINCENTE MINNELLI

Produced by

EDMUND GRAINGER

CinemaScope and METROCOLOR

T H E A T R E

Ad No. 320—612 Lines (3 Cols. x 204 Lines)

EVERY TOWN HAS ITS "FIRST" FAMILY

Here it was the Hunnicutts ...last of their lusty kind!



This is
their story,
of the love
they sought,
the sins
they sinned,
and the
secret they
couldn't hide!

METRO-GOLDWYN-MAYER Presents
A SOL C. SIEGEL PRODUCTION

Starring **ROBERT MITCHUM**

Co-Starring **GEORGE PEPPARD
EVERETT SLOANE**

**Home
from the
Hill**

ELEANOR PARKER

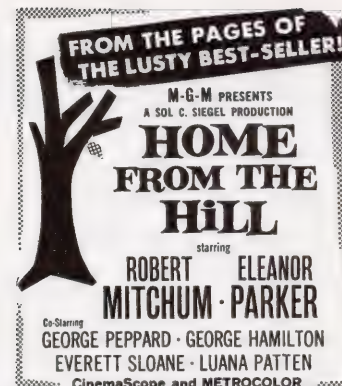
**GEORGE HAMILTON
LUANA PATTEN**

Screen Play by **HARRIET FRANK, JR. and IRVING RAVETCH** · Based On the Novel by **WILLIAM HUMPHREY** · Directed by **VINCENTE MINNELLI** · Produced by **EDMUND GRAINGER**
CINEMASCOPE and METROCOLOR

ASSOCIATE FEATURE

T H E A T R E

Ad No. 308—336 Lines (3 Cols. x 112 Lines)



Ad No. 113—
28 Lines (1 Col. x 28 Lines)

**FOR GOOD—OR BAD—EVERY
TOWN HAS ITS "FIRST" FAMILY**

Here it was the Hunnicutts
...last of their lusty kind!

METRO-GOLDWYN-MAYER
PRESENTS

**Home
from the
Hill**

A SOL C. SIEGEL
PRODUCTION



Starring

**ROBERT MITCHUM
ELEANOR PARKER**

Co-Starring

GEORGE PEPPARD · GEORGE HAMILTON · EVERETT SLOANE · LUANA PATTEN

Screen Play by **HARRIET FRANK, JR. and IRVING RAVETCH** · Directed by **VINCENTE MINNELLI** · Produced by **EDMUND GRAINGER**
CINEMASCOPE and METROCOLOR



T H E A T R E

Ad No. 208—200 Lines (2 Cols. x 100 Lines)

FOR GOOD-OR BAD-EVERY TOWN HAS ITS "FIRST FAMILY"
...HERE IT WAS THE HUNNICUTTS, LAST OF THEIR LUSTY KIND!

The story of a young love
that fought to live, against
a father's reckless past,
a mother's possessive love
and an unspoken secret the
whole town knew—too well!

METRO-GOLDWYN-MAYER
PRESENTS
A SOL C. SIEGEL PRODUCTION

"HOME FROM THE HILL"



CINEMASCOPE and METROCOLOR

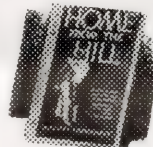
Starring

ROBERT MITCHUM · ELEANOR PARKER

Co-Starring

GEORGE PEPPARD · GEORGE HAMILTON · EVERETT SLOANE · LUANA PATTEN

Screen Play by **HARRIET FRANK, Jr. and IRVING RAVETCH** · Directed by **VINCENTE MINNELLI** · Produced by **EDMUND GRAINGER**



From
WILLIAM
HUMPHREY'S
rich and
earthy
novel!

ASSOCIATE FEATURE

T H E A T R E

Ad No. 411—500 Lines (4 Cols. x 125 Lines)

NOTE: Also available in 5 Cols. x 160 Lines (800 Lines). Order Ad Mat No. 508

Also available in 3 Cols. x 117 Lines (350 Lines). Order Ad Mat No. 309

FROM THE PAGES OF THE LUSTY BEST-SELLER!



METRO-
GOLDWYN-MAYER
PRESENTS
A SOL C. SIEGEL
PRODUCTION

HOME FROM THE HILL

starring

ROBERT MITCHUM · ELEANOR PARKER

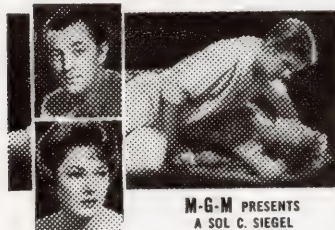
Co-Starring

GEORGE PEPPARD · GEORGE HAMILTON · EVERETT SLOANE · LUANA PATTEN

CINEMASCOPE and METROCOLOR

Ad No. 209—56 Lines (2 Cols. x 28 Lines)

FROM THE PAGES OF THE
LUSTY BEST-SELLER!



M-G-M PRESENTS
A SOL C. SIEGEL
PRODUCTION



Home from the Hill

starring
**ROBERT MITCHUM
ELEANOR PARKER**

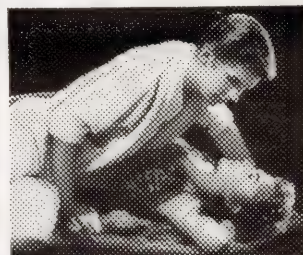
Co-Starring
**GEORGE PEPPARD · GEORGE HAMILTON
EVERETT SLOANE · LUANA PATTEN**

CINEMASCOPE and METROCOLOR

T H E A T R E

Ad No. 111—50 Lines
(1 Col. x 50 Lines)

THE STORY OF THE
HUNNICUTTS... LAST
OF THEIR LUSTY KIND!



M-G-M presents
A SOL C. SIEGEL PRODUCTION



Home from the Hill

CINEMASCOPE
and
METROCOLOR



Starring

**ROBERT MITCHUM
ELEANOR PARKER**

Co-Starring
**GEORGE PEPPARD
GEORGE HAMILTON
EVERETT SLOANE
LUANA PATTEN**

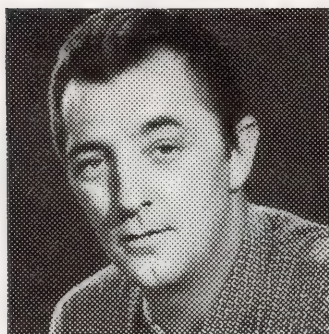
T H E A T R E

Ad No. 110
100 Lines (1 Col. x 100 Lines)

THEY WANTED—SO MUCH—TO LOVE EACH OTHER



BUT BETWEEN THEM, LIKE A WALL, WAS A FATHER'S SHAMELESS PAST AND A MOTHER'S POSSESSIVE LOVE



AND A BOY, WHOSE STRANGE SECRET THE WHOLE TOWN KNEW...TOO WELL!



FROM WILLIAM HUMPHREY'S RICH AND EARTHY NOVEL



Starring

ROBERT MITCHUM • ELEANOR PARKER

Co-Starring

GEORGE PEPPARD • GEORGE HAMILTON • EVERETT SLOANE • LUANA PATTEN

Screen Play by HARRIET FRANK, Jr. and IRVING RAVETCH • In CinemaScope And METROCOLOR

Directed by VINCENTE MINNELLI • Produced by EDMUND GRAINGER

ASSOCIATE FEATURE

T H E A T R E

Ad No. 307—400 Lines (3 Cols. x 133 Lines)

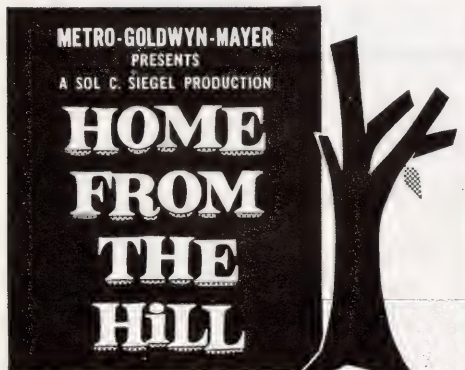
THEY WANTED—SO MUCH—TO LOVE EACH OTHER



BUT BETWEEN THEM, LIKE A WALL, WAS A FATHER'S SHAMELESS PAST AND A MOTHER'S POSSESSIVE LOVE



AND A BOY, WHOSE STRANGE SECRET THE WHOLE TOWN KNEW...TOO WELL!



starring

ROBERT MITCHUM • ELEANOR PARKER

Co-Starring

GEORGE PEPPARD • GEORGE HAMILTON • EVERETT SLOANE • LUANA PATTEN

Screen Play by HARRIET FRANK, Jr. and IRVING RAVETCH • FROM WILLIAM HUMPHREY'S RICH AND EARTHY NOVEL

Directed by VINCENTE MINNELLI • Produced by EDMUND GRAINGER

CinemaScope and METROCOLOR

T H E A T R E

Ad No. 206—200 Lines (2 Cols. x 100 Lines)

The story of the Hunnicutts ... last of their lusty kind!



METRO-GOLDWYN-MAYER presents A SOL C. SIEGEL PRODUCTION

Home from the Hill



Starring

ROBERT MITCHUM • ELEANOR PARKER

Co-Starring

GEORGE PEPPARD • GEORGE HAMILTON • EVERETT SLOANE

LUANA PATTEN • CINEMASCOPE and METROCOLOR

T H E A T R E

Ad No. 207—100 Lines (2 Cols. x 50 Lines)

The Story of the Hunnicutts



last of their lusty kind...



...Of the world
they built,
the love they
sought and
the secret sins
they tried
to hide!

METRO-GOLDWYN-MAYER
Presents
A SOL C. SIEGEL
PRODUCTION

CinemaScope and METROCOLOR



Home from the Hill



FROM WILLIAM
HUMPHREY'S
RICH AND
EARTHY NOVEL



Starring

ROBERT MITCHUM · ELEANOR PARKER

Co-Starring

GEORGE PEPPARD · GEORGE HAMILTON · EVERETT SLOANE · LUANA PATTEN

Screen Play by

Directed by

Produced by

HARRIET FRANK, JR. and IRVING RAVETCH VINCENTE MINNELLI EDMUND GRAINGER

ASSOCIATE FEATURE

T H E A T R E

Ad No. 507—472 Lines (4 Cols. x 118 Lines)

NOTE: This ad also available in 4 Cols. x 118 Lines (472 Lines). Order Ad Mat No. 407

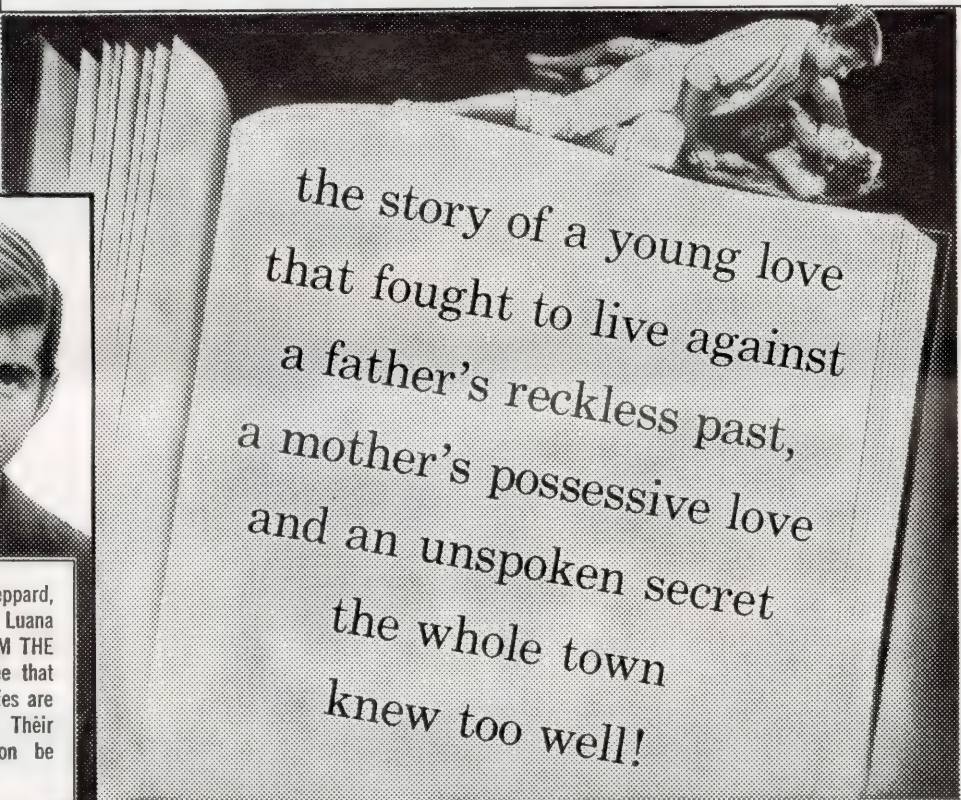
"STORY" ADS

★☆☆☆☆
NEW STARS
 IN THE MOVIE SKY! ★
 They're great in this picture ★
 and headed for stardom! ★★

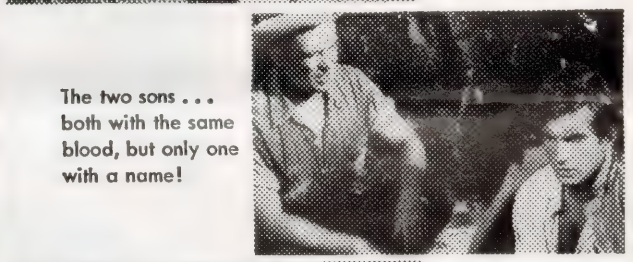


You'll meet George Peppard, George Hamilton and Luana Patten in "HOME FROM THE HILL" and you'll agree that these young personalities are STARS of the future. Their performances will soon be the talk of the nation.

THE RICH AND EARTHY NOVEL IS ON THE SCREEN!



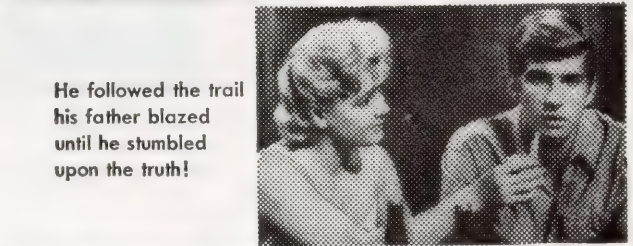
"Some day some husband is going to finish you — then what will I tell our son?"



The two sons . . . both with the same blood, but only one with a name!



"I'll marry you. I'll be a good father to your child."



He followed the trail his father blazed until he stumbled upon the truth!



For good — or bad — every town has its "first family." Here it was the Hunnicutts, last of their lusty kind.

METRO-GOLDWYN-MAYER Presents
 A SOL C. SIEGEL PRODUCTION

Starring
ROBERT MITCHUM

Co-starring
 GEORGE PEPPARD, GEORGE HAMILTON, EVERETT SLOANE, LUANA PATTEN



ELEANOR PARKER

Screen Play by HARRIET FRANK, JR. and IRVING RAVETCH
 Directed by VINCENTE MINNELLI • Produced by EDMUND GRAINGER



From William Humphrey's Rich and Earthy Novel of young love!

In CinemaScope And METROCOLOR

Ad No. 607—6 Cols. x 100 Lines (600 Lines)

**THE STORY OF A YOUNG LOVE THAT FOUGHT TO LIVE, AGAINST
A FATHER'S RECKLESS PAST, A MOTHER'S POSSESSIVE LOVE
AND AN UNSPOKEN SECRET THE WHOLE TOWN KNEW—TOO WELL!**



"Some day some husband is going to shoot you . . . then what will I tell our son?"

"I'll cross any man's fences when I'm hunting . . . wild game or a woman!"

Youth must often pay for sins not its own!

"You have the name and everything else, but we both have the same father!"

Starring
ROBERT MITCHUM

Home from the Hill

ELEANOR PARKER

FROM WILLIAM HUMPHREY'S RICH AND EARTHY NOVEL

OF A TOWN'S "FIRST" FAMILY!

Co-Starring
GEORGE PEPPARD / GEORGE HAMILTON
EVERETT SLOANE / LUANA PATTEN

CinemaScope
and
METROCOLOR

Screen Play by
HARRIET FRANK, Jr. and IRVING RAVETCH
Directed by
VINCENTE MINNELLI / EDMUND GRAINGER

T H E A T R E

Ad No. 410—640 Lines (4 Cols. x 160 Lines)

"STARTS AT FEVER-PITCH AND NEVER COOLS OFF!"

—says LOOK MAGAZINE



Discover these exciting young stars in "as fine an entertainment as you are going to see this season!"

—Louella Parsons

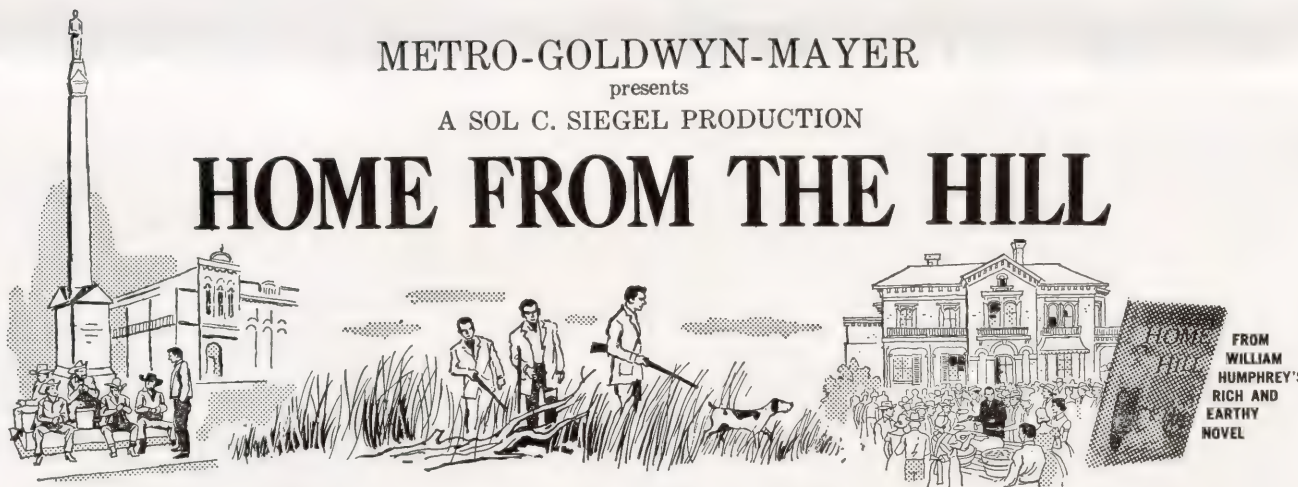
Their names are George Peppard, George Hamilton and Luana Patten. You'll remember them not only for the roles they play but for themselves—1960's most exciting, fresh, gifted new personalities.

METRO-GOLDWYN-MAYER

presents

A SOL C. SIEGEL PRODUCTION

HOME FROM THE HILL



Starring

ROBERT MITCHUM • ELEANOR PARKER

Co-Starring

GEORGE PEPPARD • GEORGE HAMILTON • EVERETT SLOANE • LUANA PATTEN

Screen Play by

Directed by

Produced by

HARRIET FRANK, Jr. and IRVING RAVETCH • VINCENTE MINNELLI • EDMUND GRAINGER

CINEMASCOPE and METROCOLOR

T H E A T R E

Ad No. 420—616 Lines (4 Cols. x 154 Lines)

Note: This ad also available in 3 Cols. x 115 Lines (345 Lines)
Order Ad No. 370

IT WILL TAKE ITS PLACE WITH "CAT ON A HOT TIN ROOF"
AS THE STORY OF A FAMILY WITH A SECRET SHAME!

Every town has a family like the Hunnicutts . . . rich . . . powerful
. . . lusty . . . but afraid that a shameless past will destroy them.
They lived unaware that the whole town knew their guilty secret!

THE FATHER... both sons
had his blood, but only
one his name!

RAFE... who
worshipped
the father
who wouldn't
acknowledge
him!

THE MOTHER...
kissless since
her honeymoon!

THE GIRL...
loved by
both sons!

THERON... who
was too gentle
to follow in his
father's footsteps!

Metro-Goldwyn-Mayer presents
Robert Mitchum · Eleanor Parker
in A SOL C. SIEGEL Production
"Home from the Hill"
co-starring
GEORGE PEPPARD · GEORGE HAMILTON
EVERETT SLOANE · LUANA PATTEN

in CINEMASCOPE
and
METRO **COLOR**

Screen Play by
HARRIET FRANK, JR. and IRVING RAVETCH
Based On the Novel by WILLIAM HUMPHREY
Directed by
VINCENTE MINNELLI · EDMUND GRAINGER

Starts THURS. at **THEATRE**

Ad No. L-301—3 Cols. x 8" (336 Lines)

THEATRE
LAST 3 DAYS

OUT-SHOCKS "CAT ON A HOT TIN ROOF!"
Metro-Goldwyn-Mayer presents
**ROBERT MITCHUM
ELEANOR PARKER**
in A SOL C. SIEGEL Production
"HOME from the HILL"
co-starring
GEORGE PEPPARD · GEORGE HAMILTON
EVERETT SLOANE · LUANA PATTEN
CINEMASCOPE · METRO **COLOR**

NEXT ATTRACTION

Ad No. L-104
1 Col. x 5" (70 Lines)

THEATRE

SIMPLY WONDERFUL!
—Ask anyone who's seen it.
METRO-GOLDWYN-MAYER presents
Robert Mitchum · Eleanor Parker
in A SOL C. SIEGEL Production
"Home from the Hill"
co-starring
George PEPPARD · George HAMILTON
Everett SLOANE · Luana PATTEN
CINEMASCOPE · METRO **COLOR**

Ad No. L-202—2 Cols. x 3 3/4" (106 Lines)

THEATRE
NOW

Metro-Goldwyn-Mayer presents
Robert Mitchum · Eleanor Parker
in A SOL C. SIEGEL Production
"HOME from the HILL"
co-starring
GEORGE PEPPARD · GEORGE HAMILTON
EVERETT SLOANE · LUANA PATTEN
in CINEMASCOPE and
METRO **COLOR**

Ad No. L102
1 Col. x 3" (42 Lines)

THEATRE
LAST 2 DAYS

Starts THURS.

OUT-SHOCKS "CAT ON A HOT TIN ROOF!"
Metro-Goldwyn-Mayer presents
**ROBERT MITCHUM
ELEANOR PARKER**
in A SOL C. SIEGEL Production
"HOME from the HILL"
co-starring
GEORGE PEPPARD · GEORGE HAMILTON
EVERETT SLOANE · LUANA PATTEN
CINEMASCOPE · METRO **COLOR**

Ad No. L-103
1 Col. x 5" (70 Lines)

HELD OVER! 2nd GREAT WEEK!

Not since "Cat on a Hot Tin Roof" has the motion picture camera rattled a family skeleton more loudly than in "Home From the Hill."

Relentlessly, it unfolds the story of Wade Hunnicutt, a stranger to the wife he married; of his two sons, only one of whom bore his name, and of a girl who needed love and wasn't too proud to ask for it.

Too, people are marveling at the performances of two new young players... George Peppard and George Hamilton. They're both going places!

METRO-GOLDWYN-MAYER presents
Robert Mitchum · Eleanor Parker
 in A SOL C. SIEGEL PRODUCTION
"Home from the Hill"
 co-starring
 GEORGE PEPPARD · GEORGE HAMILTON
 EVERETT SLOANE · LUANA PATTEN
 in CINEMASCOPE · METROCOLOR
 Screen Play by
 HARRIET FRANK, JR. and IRVING RAVETCH
 Based On the Novel by WILLIAM HUMPHREY
 Directed by
 VINCENTE MINNELLI · EDMUND GRAINGER

THEATRE

Ad No. L-205—2 Cols. x 7½" (210 Lines)

HELD OVER! 2nd DRAMATIC WEEK!

THE HUNNICUTTS
 ARE THE TALK OF THIS CITY
 ... JUST AS THEY WERE THE TALK
 OF THEIR OWN LITTLE TOWN...WHERE
 THEIR PRIDE AND MONEY COULDN'T
 CONCEAL THEIR SECRET FAMILY SHAME!

NOT SINCE "CAT ON A HOT TIN ROOF" HAS
 THE SCREEN SO BOLDLY PRIED INTO THE
 PRIVATE LIVES OF A PROUD FAMILY!

Metro-Goldwyn-Mayer presents
 A SOL C. SIEGEL PRODUCTION
 starring
Robert Mitchum · Eleanor Parker
 and co-starring
 TWO WONDERFUL NEW PLAYERS
 George Peppard · George Hamilton
 Everett Sloane · Luana Patten

METRO-Color
 AND
 CINEMASCOPE

"Home from the Hill"

SHAMELESS FATHER
 POSSESSIVE MOTHER
 SON WITH A NAME
 HIS NAMELESS BROTHER
 —and
 THE GIRL BOTH BOYS LOVED!

Screen Play by
 HARRIET FRANK, JR. and IRVING RAVETCH
 Based On the Novel by WILLIAM HUMPHREY
 Directed by
 VINCENTE MINNELLI · EDMUND GRAINGER

THEATRE

Ad No. L-302—3 Cols. x 8" (336 Lines)

M-G-M's Drama of a hunter who crossed other men's fences ... once too often!

Thrill to the wild boar hunt...from the first baying of the hounds to the courageous kill!

METRO-GOLDWYN-MAYER PRESENTS
 A SOL C. SIEGEL PRODUCTION
HOME FROM THE HILL
 starring
ROBERT MITCHUM · ELEANOR PARKER
 CinemaScope And METROCOLOR

FROM WILLIAM HUMPHREY'S RICH AND EARTHY NOVEL

THEATRE

Ad No. 220—2 Cols. x 72 Lines (144 Lines)

NOTE:
 This ad has been prepared for insertion on the Sports pages of your newspaper.

METRO-GOLDWYN-MAYER presents
 A SOL C. SIEGEL PRODUCTION
HOME FROM THE HILL
 is one of the GREAT Motion Pictures!
THEATRE

Ad No. 2003

THEATRE **NOW**

OUT-SHOCKS "CAT ON A HOT TIN ROOF!"
Metro-Goldwyn-Mayer presents
Robert Mitchum · Eleanor Parker
in A SOL C. SIEGEL Production
"HOME from the HILL"
co-starring
GEORGE PEPPARD · GEORGE HAMILTON
EVERETT SLOANE · LUANA PATTEN
CINEMASCOPE · METROCOLOR



Ad No. L-101
1 Col. x 2" (28 Lines)



Robert Mitchum and Eleanor Parker portray husband and wife in "Home From the Hill," MGM film version of William Humphrey's best-seller, dealing with conflict in a Texan family. Other leading roles are played by George Peppard, George Hamilton, Everett Sloane and Luana Patten. The picture was filmed in Cinemascope and color largely on locations in Texas and Mississippi, under the direction of Academy Award - winner Vincente Minnelli.

Mat I-C

FROM THE PAGES OF THE LUSTY BEST-SELLER!
M-G-M PRESENTS A SOL C. SIEGEL PRODUCTION
HOME FROM THE HILL
Cinemascope and METROCOLOR

EVERY TOWN HAS ITS "FIRST" FAMILY
Here it was the Hunnicuts... last of their lusty kind!
M-G-M PRESENTS A SOL C. SIEGEL PRODUCTION
HOME FROM THE HILL
Starring
ROBERT MITCHUM · ELEANOR PARKER
in CINEMASCOPE and METROCOLOR

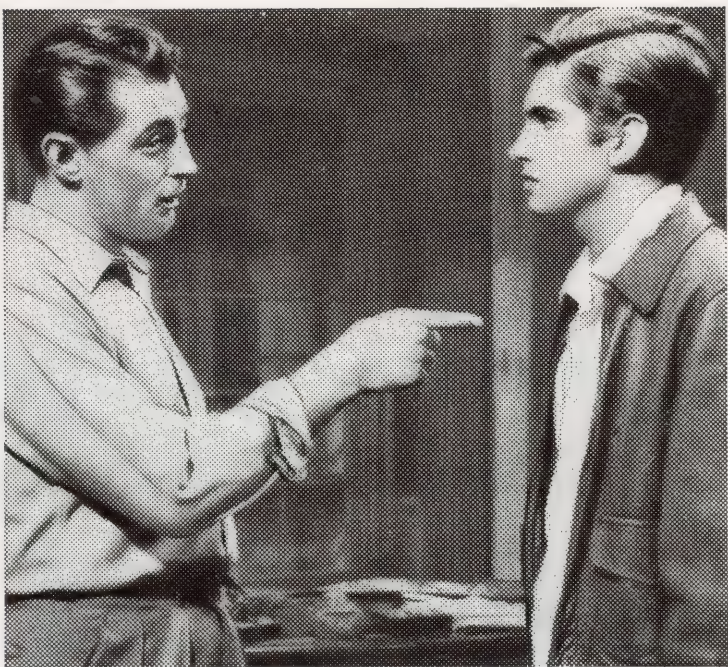
Ad No. 114
14 Lines (1 Col. x 14 Lines)

METRO-GOLDWYN-MAYER presents
A SOL C. SIEGEL PRODUCTION
Home from the Hill
CINEMASCOPE and METROCOLOR



Starring **ROBERT MITCHUM · ELEANOR PARKER**
Co-Starring **GEORGE PEPPARD · GEORGE HAMILTON
EVERETT SLOANE · LUANA PATTEN**

Ad No. 112
40 Lines (1 Col. x 40 Lines)



Robert Mitchum reprimands his rebellious son, George Hamilton, in a scene from "Home From the Hill," MGM film version of George Humphrey's best-selling novel. Eleanor Parker plays Mitchum's embittered wife, with other leading roles portrayed by George Peppard, Everett Sloane and Luana Patten. The picture, filmed in Cinemascope and color, was directed by Academy Award-winner Vincente Minnelli.

Mat 2-E

M-G-M PRESENTS A SOL C. SIEGEL PRODUCTION
HOME FROM THE HILL
starring **ROBERT MITCHUM · ELEANOR PARKER**
Co-Starring **GEORGE PEPPARD · GEORGE HAMILTON · EVERETT SLOANE · LUANA PATTEN**
Cinemascope and METROCOLOR

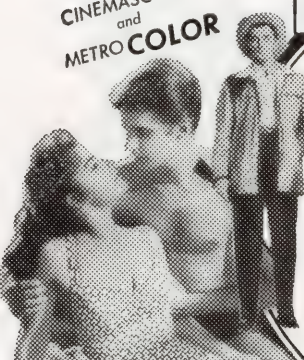
FROM THE PAGES OF THE LUSTY BEST-SELLER!
M-G-M PRESENTS A SOL C. SIEGEL PRODUCTION
HOME FROM THE HILL
starring **ROBERT MITCHUM · ELEANOR PARKER**
Co-starring **GEORGE PEPPARD · GEORGE HAMILTON · EVERETT SLOANE · LUANA PATTEN**
CINEMASCOPE and METROCOLOR

Ad No. 211—28 Lines (2 Cols. x 14 Lines)

THEATRE

in CINEMASCOPE and METROCOLOR

IT OUT-SHOCKS "CAT ON A HOT TIN ROOF!"
Metro-Goldwyn-Mayer presents
Robert Mitchum · Eleanor Parker
in A SOL C. SIEGEL Production
"Home from the Hill"
co-starring
George PEPPARD · George HAMILTON
Everett SLOANE · Luana PATTEN



Ad No. L-201—2 Cols. x 2 1/2" (70 Lines)



THE FATHER
of two sons...
one nameless!



THE MOTHER...
possessive and
unloved!



RAFE... the son
who had to earn
his name!



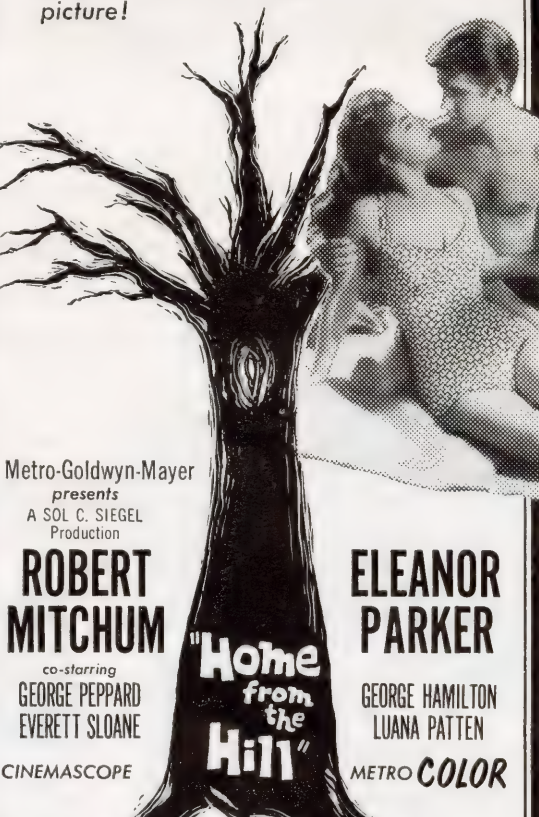
THERON...
his brother, who
would not follow
in his father's
footsteps!



ALL OF THE CHARACTERS
OF THE RICH AND
EARTHY NOVEL... RE-LIVE
THEIR SHAME AND FEAR
ON THE SCREEN!

—Not since "Cat on a Hot Tin Roof"
has the camera peered so relentlessly
into the secrets of a proud but guilty
family! Great as a book!
Magnificent as a motion
picture!

Metro-Goldwyn-Mayer
presents
A SOL C. SIEGEL
Production
ROBERT MITCHUM
co-starring
**GEORGE PEPPARD
EVERETT SLOANE**
CINEMASCOPE



ELEANOR PARKER
GEORGE HAMILTON
LUANA PATTEN
METROCOLOR

"Home from the Hill"

Screen Play by
HARRIET FRANK, JR. and IRVING RAVETCH
Based On the Novel by WILLIAM HUMPHREY
Directed by
VINCENTE MINNELLI · EDMUND GRAINGER

Starts THURS.

THEATRE

Ad No. L-203—2 Cols. x 7 1/2" (210 Lines)

A NATIONAL PRE-SELLING CAMPAIGN TO MATCH THE SIZE OF THE ATTRACTION

MILLIONS OF POTENTIAL MOVIE-GOERS KNOW ABOUT 'HOME FROM THE HILL' BECAUSE THEY'RE READING ABOUT IT IN THE NATIONAL MAGAZINES

MAGAZINE CAMPAIGN

HOME FROM THE HILL is being backed by a tremendous national magazine campaign. Following is a list of the magazines in which advertisements will appear:

Publication	Issue
LOOK	March 15
PARENTS' MAG.	February
SEVENTEEN	March
PICTORIAL SUNDAY	February 28
MAGAZINE GROUP*	

*Distributed with the following newspapers:

San Francisco Examiner	Baltimore Sun
Chicago Times	Boston Advertiser
Los Angeles Examiner	Milwaukee Sentinel
Pittsburgh Sun-Telegraph	Seattle Post-Intelligencer
New York Journal-American	

THEY WANTED—SO MUCH—TO LOVE EACH OTHER



BUT BETWEEN THEM, LIKE A WALL, WAS A FATHER'S SHAMELESS PAST AND A MOTHER'S POSSESSIVE LOVE



AND A BOY, WHOSE STRANGE SECRET THE WHOLE TOWN KNEW... TOO WELL!



METRO-GOLDWYN-MAYER PRESENTS
A ROLAND TIESEL PRODUCTION
HOME FROM THE HILL
WITH **ROBERT MITCHUM • ELEANOR PARKER**
CASTING BY ROYCE ROYCE
SCREEN PLAY BY HARRIET FRANK, JR. AND IRVING RAVETCH • IN COLORED BY METROCOLOR
DIRECTED BY VINCENTE MINNELLI • PRODUCED BY EDMUND GRAINGER

In addition, the ad illustrated above will appear in the following Fan Magazines:

Publication	Issue
MODERN SCREEN	March
SCREEN STORIES	March
MOVIE LIFE	March
MOVIE LIFE TV CLOSEUPS	
MOTION PICTURE	March
MOVIELAND AND TV TIME	March
PHOTOPLAY	March
SILVER SCREEN	April
MOVIE WORLD	May
MOVIE MIRROR	April
TV AND MOVIE SCREEN	April

The combined circulation of the magazines in which HOME FROM THE HILL will be advertised is over 18 million with an estimated readership of approximately 60 million people. These figures do not include the circulation of the newspapers distributing the Pictorial Sunday Magazine. Suggest you contact the distributors of these various publications and arrange for newsstand cards, truck posters and other media to take advantage of this campaign.

Hollywood
By HEDDA HOPPER

Hollywood, Jan. 31.—George Peppard gave such a deft performance in "Home From the Hill" that he was given another fine role by Sol Siegel. He's an American who takes his wife to Italy in Irwin Shaw's "Two Weeks in Another Town" and promptly falls in love with an Italian beauty. They're trying to get So-shia Loren for it. "Home From the Hill" is one for the whole family; three newcomers, George Hamilton, Peppard and Luana Patten, crash through like gang busters. The old dad, Bob Mitchum, was born for the part. The film is one of Vincente Minnelli's most sensitive and brilliant directorial jobs. It is due at the New York Music Hall in March.

GEORGE HAMILTON, 19, of Memphis, a "junior Tony Perkins" (as latter debut in Allied's "Crime and Punishment, U.S.A."), is a sensation in MGM's production "Home From the Hill," and will star soon in "All the Fine Young Cannibals."

George Peppard (3), who plays his first important film role as the son of Robert Mitchum (4, right) in M-G-M's "Home from the Hill," is tall, serious and highly talented. Brought up in Detroit, George came to Hollywood about four years ago, a spell in the Marines and an eastern dramatic school which he says "I learned about acting by riding." In New York, George Peppard shows, had small roles in movies, and then was in the Broadway hit "Pleasure of His Own" where he was signed. George explains problem for a while on TV when playing who were mean he never felt "Maybe that's hissing and think to say." "I couldn't beat actors need approval." Now is scheduled for M-G-M's "The Subterraneans" (from the novel by Jack Kerouac), about a writer who becomes a "beat" bohemian in San Francisco.

—EM and SS

George Peppard, 27, of Michigan, graduate of Actors Studio, summer theatre, Broadway, TV, makes first important movie appearance in MGM's "Home From the Hill" with another young (not new) face: Luana Patten who, at 20, has played nine films, much TV. Next for Peppard: Jack Kerouac's "The Subterraneans" with Leslie Caron.

Nineteen-year-old actor George Hamilton (1) wanted to be "a glamorous movie star" long before he even reached his teens. He left college, giving himself a year to make the grade in Hollywood, found himself signed for "Crime and Punishment, U. S. A." (see At the Movies, page 14) before his time was up. M-G-M as soon as it was finished, Royce bought a 1939 Rolls playing Robert Mitchum's son in a Mississippi drama, "Home from the Hill."

NATIONAL MAGAZINE PUBLICITY BREAKS!

Shown here is a partial listing of National Magazine stories on HOME FROM THE HILL that have already been published or are scheduled for publication just prior to or in connection with the release date of the picture.

SEVENTEEN—Profile on George Hamilton. Profile on George Peppard.

PARENTS'—Entertainment of the Month for January. This full page includes both photos and text.

LOOK—A three page layout of the film will be in the March issue. An extensive photo and text feature story on George Hamilton will run in either March or April issue.

CUE—The January issue carries a new faces feature on George Peppard and George Hamilton.

CORONET—The April issue will carry a special entertainment story featuring HOME FROM THE HILL.

McCALL'S—A special review as part of the "Sight and Sound" feature.

HARPER'S BAZAAR—In either the March or April issue there will be a feature story on George Peppard.

GLAMOUR—The "What's New" section will feature George Peppard and George Hamilton in the April issue.

REDBOOK—HOME FROM THE HILL is the Recommended picture in the April issue.

TIE-UP MAIN STREET FOR "TALK-ABOUT" ON "HOME FROM THE HILL"!

FLORISTS . . .



3962

LADIES SPORTSWEAR . . .



3961



3959

Here is an opportunity to make store tie-ups which will result in ads and window displays. HOME FROM THE HILL offers a variety of tie-up stills, some of which are illustrated here, to help you spread word of your engagement.

STILLS AVAILABLE FROM NSS

PIPE SHOPS . . .



3903

BARBECUE . . .

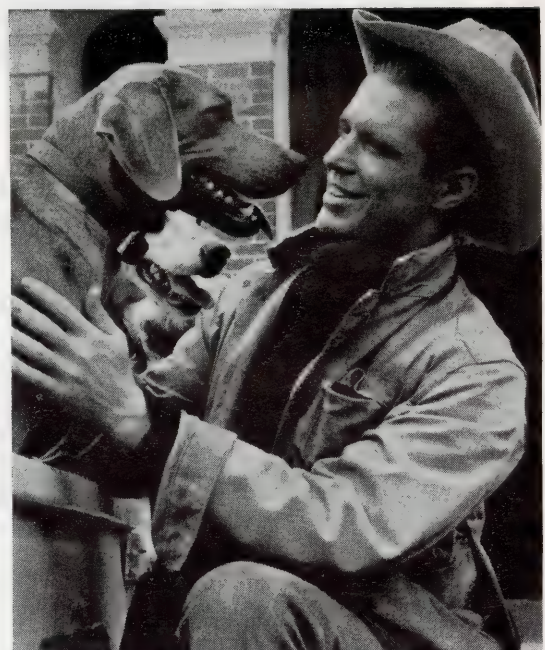


1754-18

HUNTING AND FISHING . . .



C1754-75



1754x4



4253



4248

SPECIAL POCKET BOOKS MOVIE EDITION!

Pocket Books, Inc., one of the largest paperbound publishers in the world, has planned one of the most extensive and penetrating book campaigns in their history for the Perma Book edition of HOME FROM THE HILL. Distribution of the paperbound edition will be made to bookdealers throughout the country keyed to the opening playdates of the film.

HOME FROM THE HILL, William Humphrey's first novel, a best-seller and a Book-of-the-Month Club selection, is being backed by a tremendous promotion campaign tying in the film with the book. Book sellers and distributors everywhere have been alerted to give full-time attention to local and regional tie-ups.

To aid you in the promotion, special rack cards (illustrated) have been prepared and distributed to dealers enabling them to arrange colorful book displays. Window streamers, posters, and special rack strips, have also been produced and are in use. Over 100,000 paperbound outlets—newsstands, drug stores, variety and chain stores, air, bus and rail terminals, department stores and book shops (regular and college) will display the Perma Book edition of HOME FROM THE HILL.

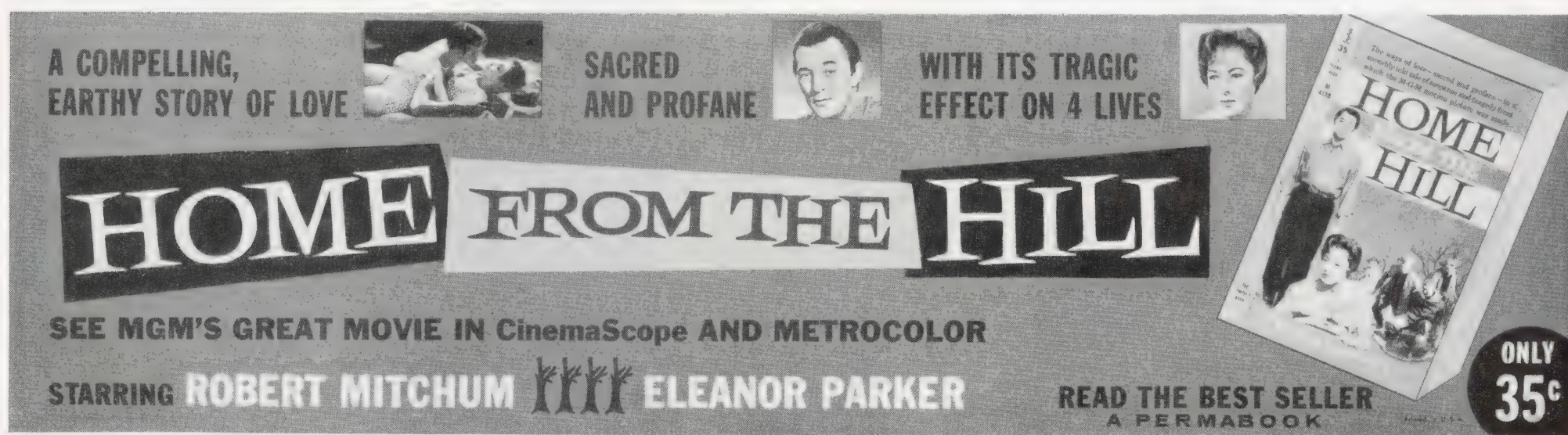
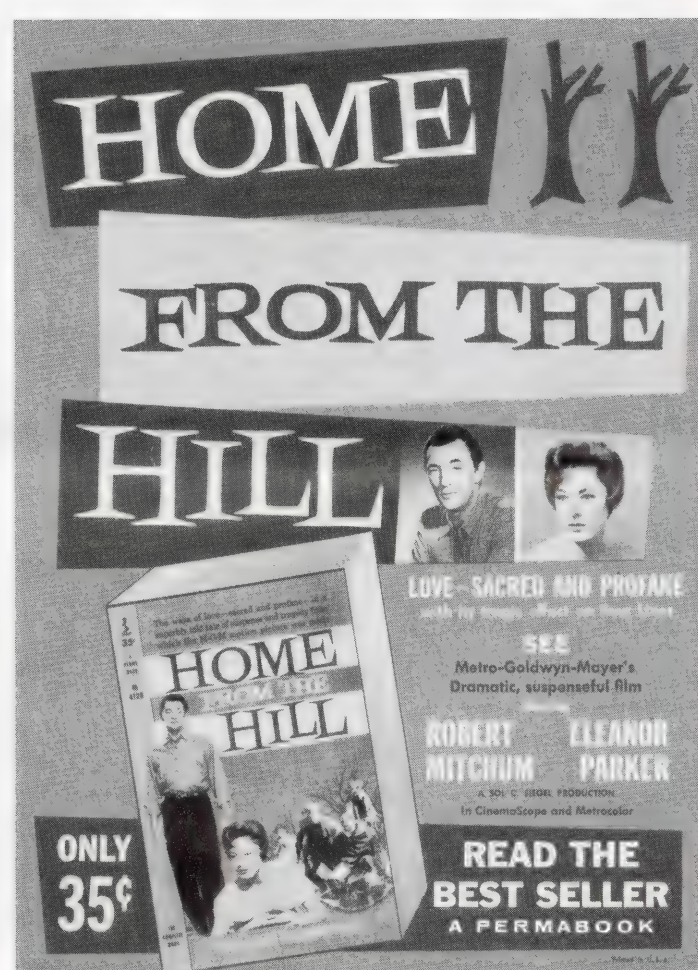
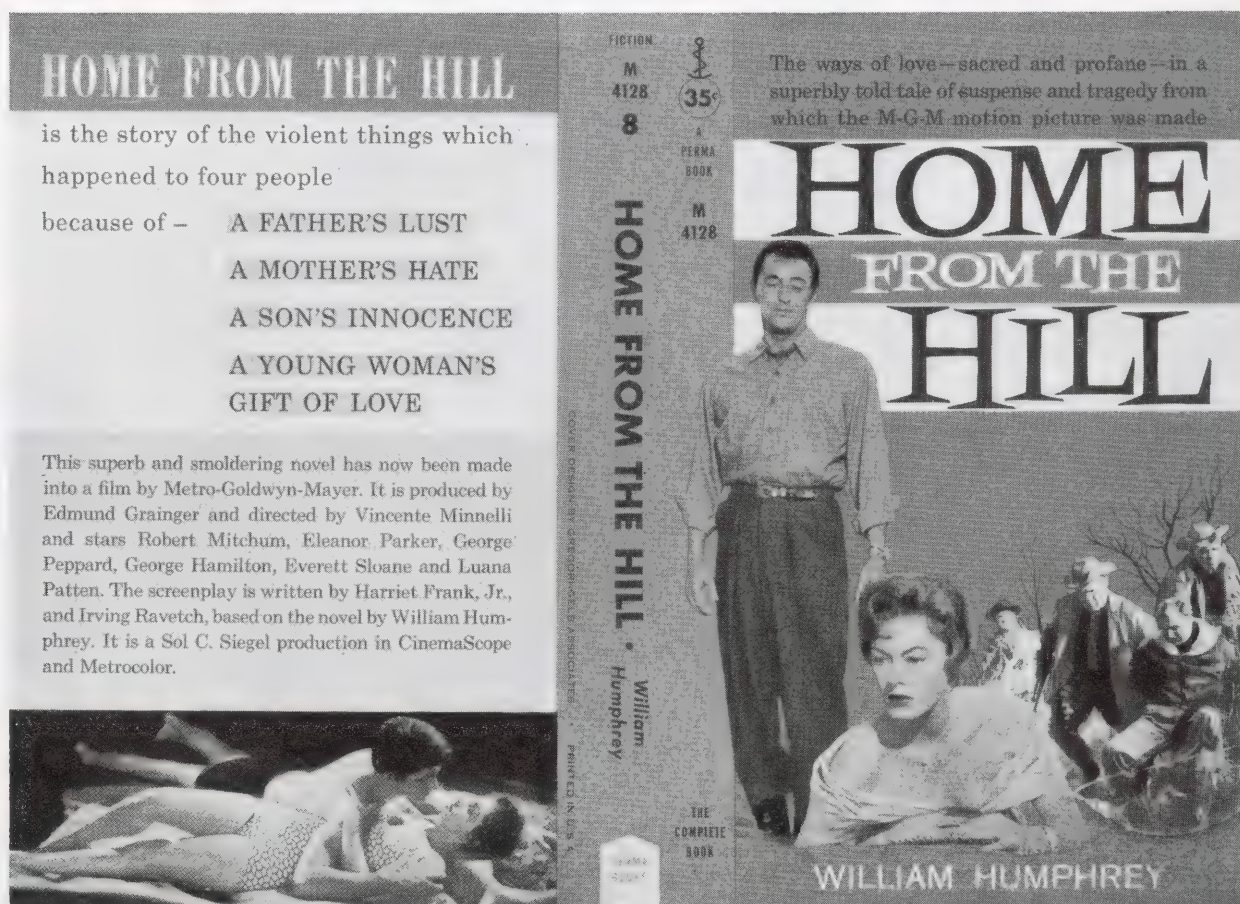
See the promotion check-list below, and plan a strong local level campaign designed to sell the book as well as tickets to your engagement.

YOUR PROMOTION CHECK-LIST

1. Arrange point-of-sale displays of books, rack cards, streamers, posters, strips and movie tie-in stills at all Perma Book outlets.
2. Plan eye-catching, full window displays with book, drug and department stores, utilizing 8x10 stills, posters and playdate signs.
3. Run a coop ad with distributor and/or stores selling the paperback book. Include film credits.
4. Tie-up with the local library. Set up counter displays utilizing stills from the picture.
5. Set up a colorful display of paperback edition, stills and posters in your lobby.

If you require special assistance, write or wire:

LEONARD FOREMAN
Pocket Books, Inc.
630 Fifth Ave.
New York 20, N. Y.





SPECIAL ART WILL GET EXTRA SPACE

Here is a specially prepared still that may get you the extra newspaper break you're after. Conceived and executed by the famous artist, Mort Kusnet, this drawing projects the feeling of *HOME FROM THE HILL* by illustrating the various characters: Robert Mitchum, Eleanor Parker, George Hamilton, Luana Patten and George Peppard.

This sketch may be used in other ways too: as a herald with appropriate playdate copy, as part of various window displays and as a blowup in the theatre lobby.

This still is part of the "B" set available from N.S.S. Order Still # LM 46458

CONTESTS

TEN RULES FOR PARENTS

Since the theme of the picture deals with the problems of parent-child relationships, a contest concerning itself with the raising of children is indicated. The switch is to ask teenagers for the "Ten Rules That Parents Should Follow" in raising their children. The contest might be run through the guidance column of your local paper. Award guest tickets as prizes to the ten best lists.

LONGEST LIST OF TITLES

Here is an "Oldie" that is always effective. Through your newspaper or a local radio or TV show, conduct a contest to find the longest list of movie titles with either the word "Home" or the word "Hill" in the title. To make things a bit more difficult, have entrants write, in fifty words or less, about the picture which was their favorite. Award guest tickets as prizes.

CAR WASHING CONTEST

In *HOME FROM THE HILL* Luana Patten is seen washing her own car. This suggests a novel and effective stunt—a car washing contest for girls. This might be done by tying-in with a car washing service or parking lot or garage and using their facilities. A stunt of this kind should be good for extensive newspaper and television coverage.

FURNISH A MAN'S ROOM

Here is a unique idea for a promotional package. In the picture, Robert Mitchum makes a point of the differences between a man's room and a boy's room. Conduct a letter-writing contest in which contestants explain: "How I Would Furnish A Man's Room." The alternate: "How I Would Furnish A Boy's Room."

This contest should be sponsored by a furniture or department store. It could be announced in their ads, inviting customers to come to the store to see model men's (or young men's) rooms.

Stills available from N.S.S.



1754-41

1754-26



SUPERMARKET TIE-UPS

The illustrated still showing George Peppard and Luana Patten in a typical scene in a supermarket opens this area to effective exploitation. This can result in coop ads, window and counter displays, herald contests and giveaways, bag stuffers, check-out strips for lucky number contests and so forth. This package may be developed as fully as your local situation permits.

Order still No. 1754-59 from N.S.S.



FAN CLUBS



Because of his magnificent performance in
METRO-GOLDWYN-MAYER'S
"HOME FROM THE HILL"

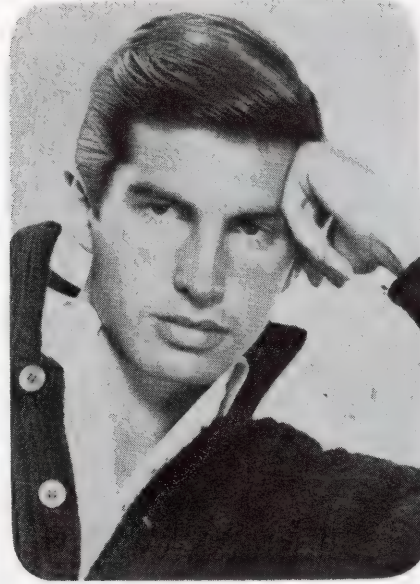
I am happy to be a member of the

GEORGE PEPPARD FAN CLUB

NAME _____

ADDRESS _____

MAT NO. GP-1



Because of his magnificent performance in
METRO-GOLDWYN-MAYER'S
"HOME FROM THE HILL"

I am happy to be a member of the

GEORGE HAMILTON FAN CLUB

NAME _____

ADDRESS _____

MAT NO. GH-1

Three exciting new young personalities play featured roles in **HOME FROM THE HILL**—George Peppard, George Hamilton and Luana Patten—making a remarkable impression on all who see them. Here then in one package is a three-pronged answer to the demand for new faces.

Organize fan clubs for these young people and distribute fan club cards (the illustrated club card mats are available from N.S.S.) Use local disc jockies to promote these potential stars by inviting their listeners to join the fan clubs. Take out "want ads" for teenagers who wish to start or join fan clubs for either Patten, Hamilton or Peppard.

Conduct a letter-writing contest through the local paper to find three teenagers to act as "Hollywood" press agents and fan club presidents for each of the actors, with prizes going to that person who organizes the fan club with the greatest membership.

As part of the fan campaign, set up a Recruiting Booth in your lobby, suitably bannered, and staff it with an usher or a volunteer to recruit members for the various fan clubs. You might also set up a giant telegram in your lobby which each new fan signs, the telegram to be sent to the actor concerned.

ORDER MAT NOS. GP-1, GH-1, LP-1, FROM NSS.



MAT NO. LP-1

Because of her magnificent performance in
METRO-GOLDWYN-MAYER'S
"HOME FROM THE HILL"

I am happy to be a member of the

LUANA PATTEN FAN CLUB

NAME _____

ADDRESS _____

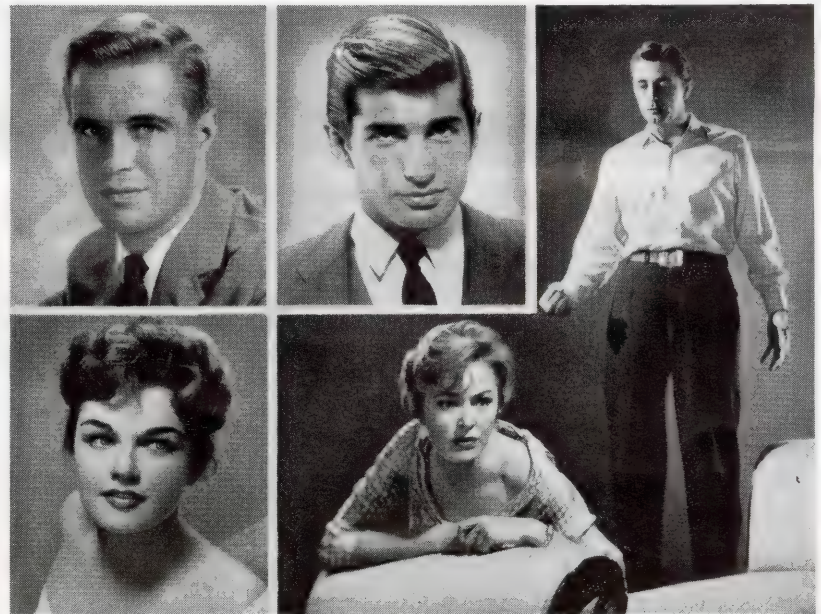
Screen the Picture

Here is a picture you can be proud to screen. Each person who sees **HOME FROM THE HILL** will become an enthusiastic salesman for it. Screenings should include such groups as: Radio and TV personnel, newspapers, local society journals and other periodicals, Women's organizations, fraternal groups, Parent-teacher organizations. Hold a special screening for local celebrities for quotes.

Special attention should be paid to sporting groups, sports editors, commentators, writers, members of gun clubs, hunting clubs, employees of sporting goods stores, etc.

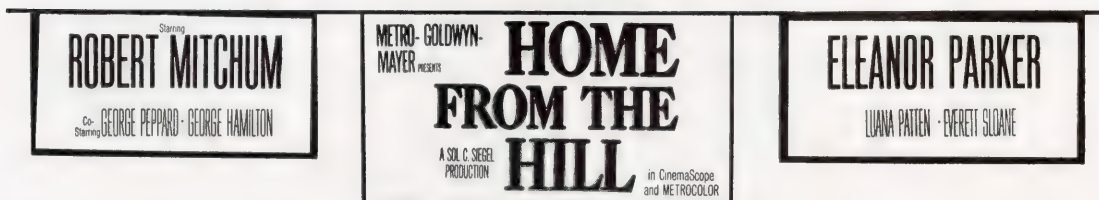
In all cases screenings should be handled as special events, with special invitations, programs, etc. Postcards (see illustration) are available on which is inscribed a message proclaiming **HOME FROM THE HILL** as one of the finest and entertaining of motion pictures. Urge members of your screening audience to address the cards to friends. Of course, you mail the card for them. This should also be done at sneak previews. Word-of-mouth will sell this picture.

ORDER MAT NO. X-31



FLAG, VALANCE AND STREAMER DISPLAYS

3-PC. FLUORESCENT SATIN STREAMER — \$15.00 each.



DELUXE SATIN SECTIONAL VALANCE — \$1.50 per running foot. Min. order 10 ft.



BUMPER STRIP — \$1 each. Minimum order 15 units.



Order Directly from

NATIONAL FLAG AND DISPLAY CO.

43 W. 21st STREET, NEW YORK 10, N. Y.

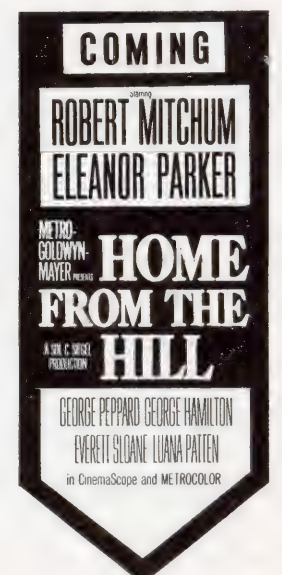
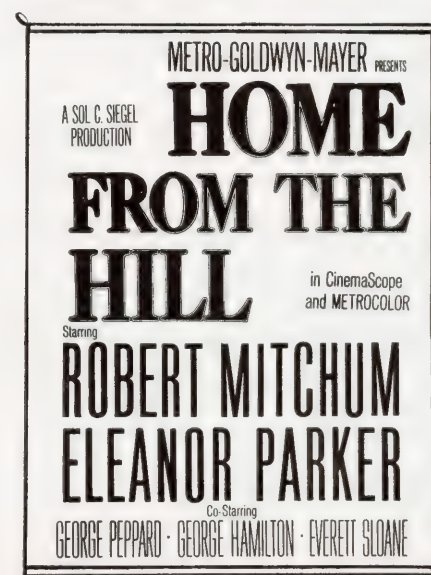
FLAG WALL BANNER

Copy one side—\$47.50 ea.

Copy both sides—\$75.00 ea.

SATIN USHER'S BADGE

40¢ each



RADIO

TRANSCRIBED INTERVIEW

Here is a transcription that should be integrated importantly into your campaign. This open end interview record presents famed NEA Hollywood columnist, Erskine Johnson introducing Robert Mitchum. Mitchum in turn introduces the three new star discoveries—Hamilton, Peppard and Patten. If the Johnson commentary is not desired, the open end recording permits a local announcer to make the introductions.

Available from your MGM Press Representative.

TIME AND WEATHER SPOTS

As a special plus to the radio campaign, the above transcription also includes a time spot, a weather spot and a teaser spot spoken by Robert Mitchum. You will find radio stations particularly interested in this item.

DISC JOCKEY CONTESTS

1. **Lucky Title**—This is a simple contest in which an announcer or disc jockey announces that he will be phoning people and the first one called who greets him by saying the name of the picture wins a prize. Guest tickets should do for prizes. The contest should run for a week and each day the entrants should have to name the picture, plus the name of the theatre, then one of the stars, and another, and so on.
2. **Write-in**—Contestants submit letters of fifty words or less answering this question: "Why I like to See a Motion Picture About Unusual People and How They Effect the Lives of Other People."
HOME FROM THE HILL is such a picture, belonging with such critical and popular successes as GIANT, CAT ON A HOT TIN ROOF, SOME CAME RUNNING, WRITTEN ON THE WIND AND PEYTON PLACE.
3. **Word Scramble**—Ask for the longest list of words using the letters in the title.

TV

TELEVISION DANCE PARTIES

Does your town have a local television teenage dance party? If it does, an ideal tie-up presents itself. The square dance sequence (see illustration) in HOME FROM THE HILL is a highly dramatic and entertaining portion of the film. This suggests square dance contests on television for teenagers. By tying in with local merchants, you can promote suitable prizes such as square dance "outfits" — blue jeans, plaid sport shirts, skirts and sweaters, etc. Winners could be chosen by judges on the scene or by write-in votes from viewers. Square dancing also offers an opportunity to hold a "block party" outside the theatre on opening night. Perhaps you could promote this through a newspaper's pet charity with an admission fee charged and all proceeds going to that charity.

Still available as part of the "B" set from N.S.S.



RECORDS

MUSIC

VARIETY

Jocks, Jukes and Disks

By MIKE GROSS

Best Bets

KINGSTON TRIO HOME FROM THE HILL
(Capitol El Matador)

The Kingston Trio's "Home From The Hill" (Miller*) has a warm folk flavor and a winning vocal treatment that gives a top payoff potential. "El Matador" (Highbridge†) has a flavorsome Latino lilt that's built along exciting folk lines.

* * *

ADDITIONAL RECORDINGS

As we went to press it was learned that Marty Gold had recorded an instrumental version of the title song from HOME FROM THE HILL for RCA Victor; MGM Records and other top recording outfits will do likewise as the song gains in popularity.

THE KINGSTON TRIO RECORDING

The Kingston Trio, (see Variety Best Bets illustration) one of the hottest combinations in the music world, have recorded the title song of HOME FROM THE HILL for Capitol Records. This, along with the sheet music published by Miller Music Corp. offers strong musical promotional opportunities.

1. Arrange for window displays with local music stores featuring the sheet music, and stills from the picture.
2. Tie-up with record stores.
3. Make sure that your local Capitol Records distributor has supplied copies of the Kingston Trio recording to disc jockies in your area. Contact these disc jockies: invite them to see the picture and arrange for contests and promotions with guest tickets as prizes.
4. Arrange to have counter cards placed in "juke joints" plugging the picture and the Kingston Trio record. Make certain that the record is placed high on the "juke box" lists.



"SEE" BOARD

Highlight the romance, action and drama of HOME FROM THE HILL with vivid scenes from the picture as pictured on the illustrated 40x60 "SEE" board. This display may be easily made up from a set of the color stills illustrated at right and a blow-up of the book cover as shown. Set up in lobby or out front a week before your opening.

COLORING CONTEST MAT



This new 3-column coloring mat projects all of the drama and excitement of HOME FROM THE HILL, featuring as it does the stars of the picture. It may be used in various ways as an effective selling aid:

1. Plant with local newspaper for use as a coloring contest. Offer guest tickets to the winners and display winning entries in your lobby.
2. Use as a herald.
3. Blow-up this mat and use as a display piece in your lobby or out front.
4. Arrange to use it in supermarkets as a bag-stuffer.

Order Mat No. X-3 from National Screen Service

8 x 10 COLOR STILLS (12 to a set)



8x10 COLOR STILLS

It is an axiom that nothing sells a color film better than color in your lobby. Here then is an opportunity to sell the colorful and exciting elements of HOME FROM THE HILL with a full (12) set of beautiful color stills.

AVAILABLE FROM NSS

SPECIAL 40x60 CUT-OUT

THE RICH AND EARTHY BOOK IS ON THE SCREEN!

PRICE

\$11.00

Each

When ordering
please state
playdate.

Order direct from:

IDEAL
PHOTOGRAPHIC
CORP.

160 W. 46th St.
New York City



This unique 40x60 has been prepared and is available to help you sell HOME FROM THE HILL. Projecting the stark drama of the picture, it is also cut-out to lend added impact—features all the primary players. Use it in advance or in your current lobby. You will find it makes an exciting display for window and store promotions. It comes with an easel.

TWO TICKET-SELLING TRAILERS!

BOTH AVAILABLE FROM NATIONAL SCREEN SERVICE

SPECIAL UNIQUE TRAILER FOR MGM's "HOME FROM THE HILL"

A Specially Produced Script Packed With Showmanship!

Because of the importance of this great production, it was arranged with the Studio to plan the regular trailer like a feature with special effects, emphasizing the high-light dramatic moments, recreating the warmth and heart-appeal of "HOME FROM THE HILL," selling the three new young players destined for stardom and presenting the big attraction in all its power and Metrocolor stature.

Although this, the regular trailer, runs 358 feet it is worth playing far in advance. It is a gem of entertainment in itself. Everybody exposed to this trailer is a sure-fire ticket-buyer. It is compelling and selling.

GRATIS TEASER TRAILER SELLS NEW YOUNG STARS AND PRESS QUOTES!

Available free from your N.S.S. branch

Here is a ticket-selling advance trailer to be run as far ahead as possible. 139 feet in length, it's aimed directly at that vast public which has been clamoring for new young personalities. Also features advance quotes. Here's how it reads:

TAKE A TIP FROM HEDDA HOPPER!

in her nationally syndicated column!
(frame of Hedda Hopper's column mast-head)

THREE YOUNG PLAYERS ARE HEADED FOR STARDOM!

(art-work of shooting stars in starry heaven)

in METRO-GOLDWYN-MAYER'S POWERFUL DRAMA

(still of the three together)

"HOME FROM THE HILL" (photo of book)

Here's what Hedda Hopper says:

"HOME FROM THE HILL" is for *all* . . .

"three newcomers, George Hamilton,
George Peppard, Luana Patten . . .

(individual star heads pop up one after another)

. . . crash through in a most sensitive and
brilliant picture!"

AND LOOK MAGAZINE SAYS:

"An emotional tale that starts at
fever pitch and never cools down."

Louella Parsons recommends it to
her readers from Coast to Coast:

(shot of Louella Parsons' column mast-head)

"As fine an entertainment as you are
going to see this season!"

SOMETHING TO LOOK FORWARD TO!

MGM's

"HOME FROM THE HILL" (scene from picture)

acclaimed by Preview Audiences in
the tradition of "Cat On A Hot Tin
Roof" and "Giant"

starring

ROBERT MITCHUM

in his most powerful role

ELEANOR PARKER

(Mitchum and Parker photos)

co-starring

GEORGE PEPPARD

GEORGE HAMILTON

LUANA PATTEN **EVERETT SLOANE**

(photos of the 3 young stars)

in lavish *COLOR*!

COME! SEE THE YOUNG PLAYERS
YOU WILL HAIL AS THE STARS OF
TOMORROW!

BOOK MARK

Here is another invaluable plus to add impetus to the overall book campaign on HOME FROM THE HILL. This book mark should be given the widest possible distribution. You will find that book stores, book sections in department stores and libraries will gladly distribute it as part of book promotional activity. The attractive 1-column mat needs only your theatre imprint and playdate. Order mat #x-1 from N.S.S.

SPECIAL TV AND RADIO SPOTS

To enable you to do a better job of selling HOME FROM THE HILL, and to present a rounded television and radio campaign, special radio and television spot announcements and trailers — consisting of 20-second and 1-minute spots — have been prepared. These accessories will sell listeners and viewers by projecting the excitement and drama of the picture. For information, contact your local MGM Press Representative.

MANAGER'S ENDORSEMENT

HERE IS A MOTION PICTURE THAT YOU AS A THEATRE MANAGER CAN WHOLEHEARTEDLY RECOMMEND TO YOUR PATRONS. MAKE A POINT OF DOING SO. EITHER BY WAY OF A LOBBY BOARD, OR A NEWSPAPER AD, OR BOTH YOU CAN TELL YOUR PATRONS THAT THIS IS A PICTURE YOU ARE SOLIDLY BEHIND, THAT HERE IS MOTION PICTURE ENTERTAINMENT AT ITS STUNNING BEST.

FROM WILLIAM HUMPHREY'S RICH AND EARTHY NOVEL



METRO-GOLDWYN-MAYER presents A SOL C. SIEGEL PRODUCTION

HOME
FROM
THE
HILL



is one of the **GREAT**
Motion Pictures!



THEATRE

Mat X-1

TWO-COLOR HERALD (10½ x 16¼ inches)

\$5.25 per thousand

(FRONT COVER)



IMPRINTED HERALDS

Complete with theatre sig. playdates and co-feature

etc. on back page as per sample:

1000	\$ 9.25	3000	\$22.25
2000	\$15.75	4000	\$28.75

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(INSIDE SPREAD)



THE RICH AND EARTHY NOVEL IS ON THE SCREEN!

the story of a young love
that fought to live against
a father's reckless past,
a mother's possessive love
and an unspoken secret
the whole town
knew too well!



"Some day some husband is going to finish you—then what will I tell our son?"

The two sons... both with the same blood, but only one with a name!



"I'll marry you. I'll be a good father to your child."

He followed the trail his father blazed until he stumbled upon the truth!



For good—or bad—every town has its "first family." Here it was the Hunnicutts, last of their lusty kind.

METRO-GOLDWYN-MAYER Presents
A SOL C. SIEGEL PRODUCTION

Starring
ROBERT MITCHUM

Co-starring
GEORGE PEPPARD · GEORGE HAMILTON · EVERETT SLOANE · LUANA PATTEN



ELEANOR PARKER

Screen Play by HARRIET FRANK, JR. and IRVING RAVETCH
Directed by VINCENTE MINNELLI Produced by EDMUND GRAINGER

In CinemaScope And METROCOLOR

From William Humphrey's Rich and Earthy Novel of young love!



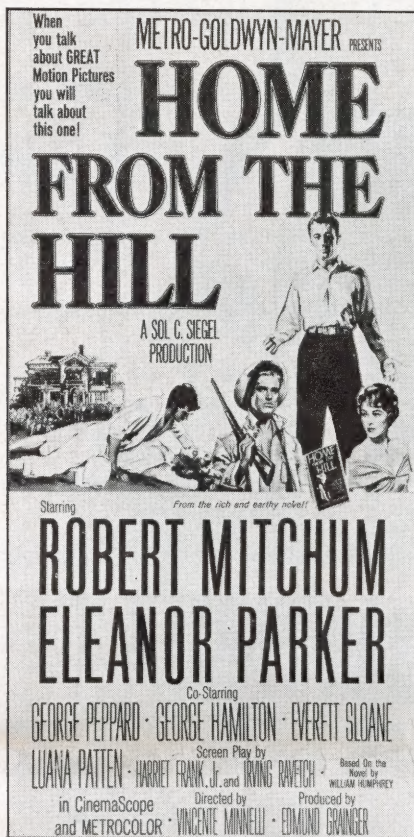
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ONE SHEET



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"B" SET SHOWMANSHIP PHOTOGRAPHIC PACKAGE

A practical black-and-white photo selection of material for advertising, exploitation, window tie-ups, lobbies—including a special selection of scene stills from the picture for newspaper and other publicity purposes.

All the stills are 8 x 10. Order in complete sets, or as many individual stills as required—from your local branch of

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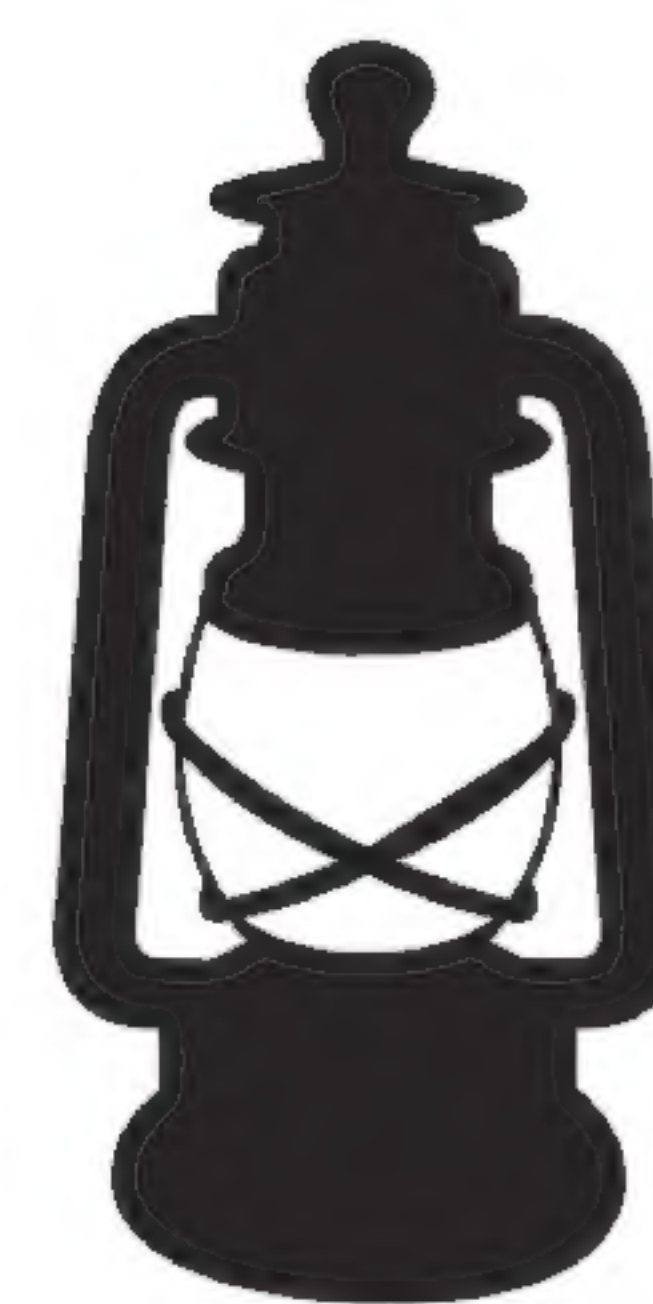
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